8/15/39

BROADCASTING

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AUGUST 15, 1939
WASHINGTON, D.C.

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

BUSINESS ADMIN. LIBRARY Miami University SCHOOL OF BUSINESS

Aug 15 1939

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A Wise Old Owl Sits In A Tree Saying "Who Covers Iowa?" Who? WHO!

Dr. H. B. Summers' tremendous 1939 Iowa Radio Audience Survey is all finished—and, among other interesting points, the results show such a landslide for WHO that we're almost too modest to mention them!

Seriously, we believe that no matter how much you've always preferred WHO, you'll still be amazed at the 1939 figures. In 80 of Iowa's 99 counties, WHO is "heard regularly" by 85% or more of the total daytime radio audience! Here's how it works out for the entire State (daytime):

80	**counties**	**report**	**WHO**	**"heard**	**regularly"**	**by**	**85%**	**to**	**100%**	**of**	**radio**	**families**
10	"	"	"	"	"	"	**70%**	**to**	**85%**	"	"	"
3	"	"	"	"	"	"	**50%**	**to**	**70%**	"	"	"
2	"	"	"	"	"	"	**25%**	**to**	**50%**	"	"	"
4	"	"	"	"	"	"	**18%**	**to**	**25%**	"	"	"

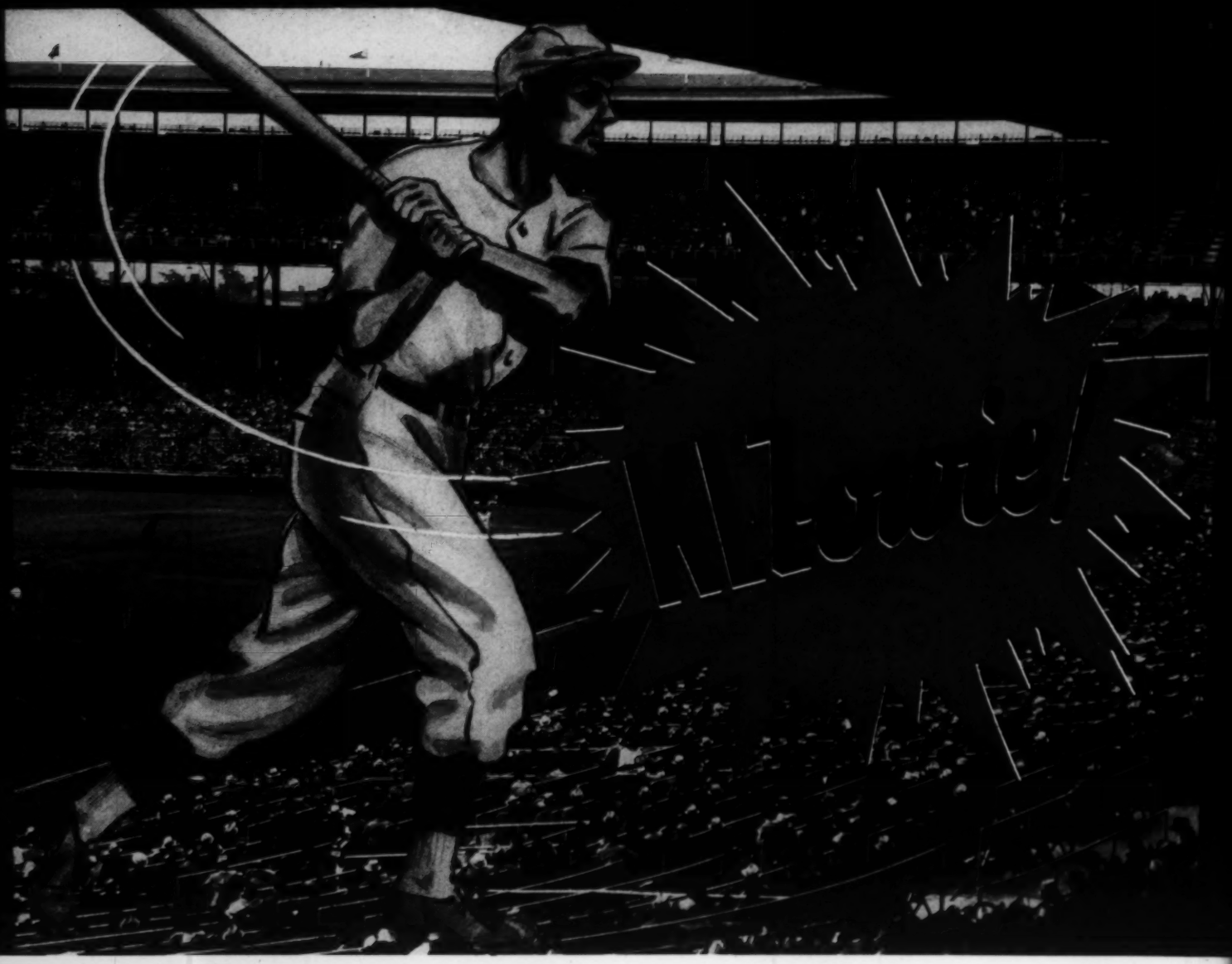
In 93% of Iowa's counties, WHO is "heard regularly" or "listened to most" by more than 50% of the total audience . . . And from a *population* standpoint, WHO's Iowa coverage is even more impressive, because *our* best counties are about the most populous counties in the State!

In other words, WHO gives you virtually ALL of Iowa, at one low cost. If you want really to cover Iowa, there's no other choice.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives



KLZ packs the stands with baseball fans in a town without a team!

• When it's baseball time in the Rockies 44% of the radio sets are tuned to KLZ.* In Kansas City, in St. Louis, in Detroit or in New York such a record would be scored as a three bagger. In Denver is it nothing less than a slam over the right field wall with three men on ahead.

For Denver has no team in organized baseball. It is the only city of its size in the country without one. It withdrew from the Western league in 1932 when fans failed to support the team with the necessary clicking of the turnstiles. So today the more-than-1000-miles-away Chicago Cubs are Denver's "home team."

General Mills sponsored the recreations of the Cub games over KLZ in 1938. They stepped up to the plate for another cut at the ball in 1939. Goodrich took note of the interest created in 1938 and entered the line-up this year.

The way in which the Denver area has taken to KLZ's baseball broadcasts is as amazing to Denver as are KLZ's dramatic presentations of them to a certain Mrs. Hall, 1217 Adams Street, Denver, who writes: "I still can't understand how you do it."

**From coincidental check among 2494 Colorado and Nebraska listeners.*

Football on Deck

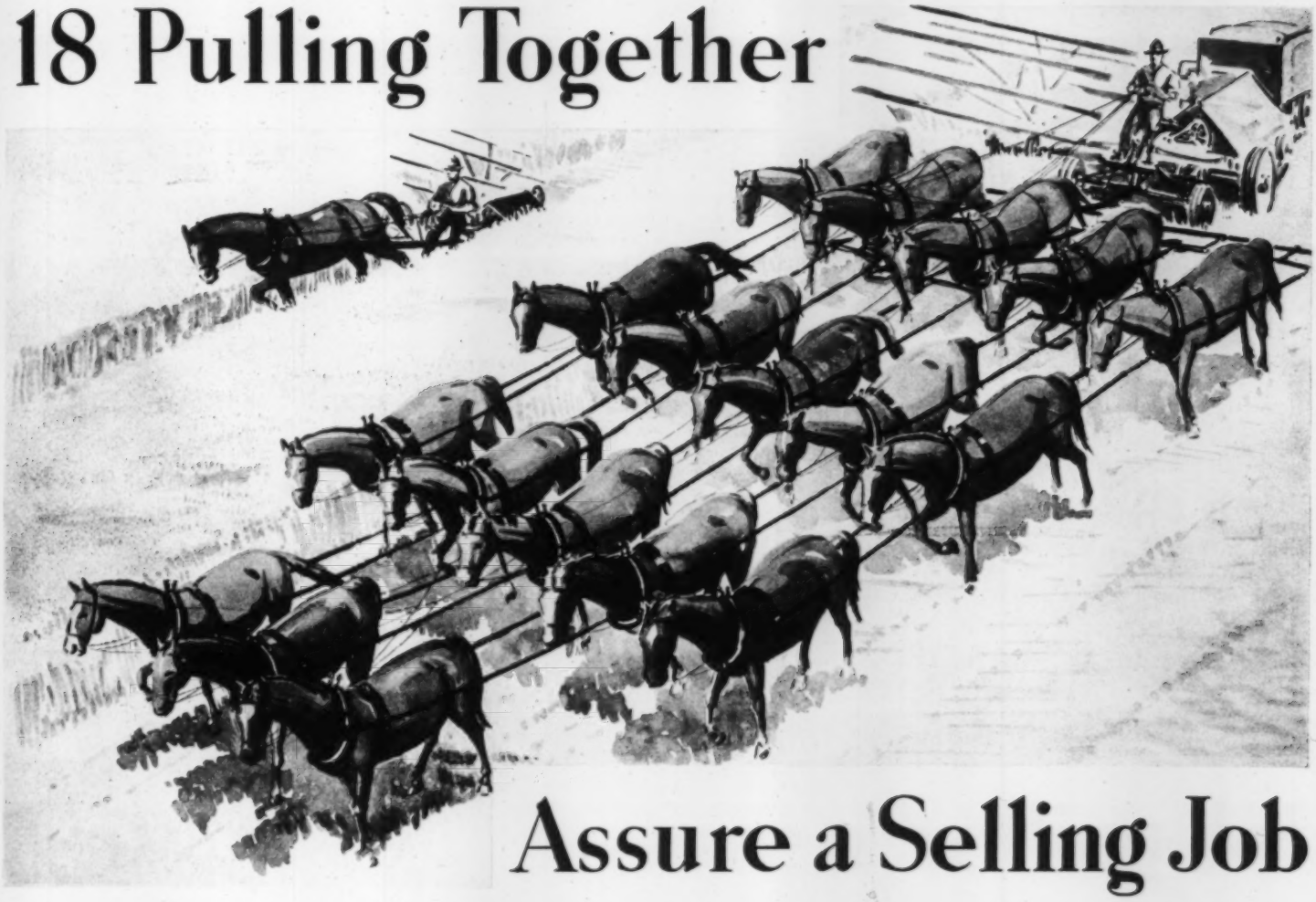
Baseball is at bat in the Rocky Mountain area. Football is on deck awaiting its turn at the plate. Again KLZ will carry the games of the University of Denver. Advertisers who are interested in tieing up with a station that commands the attention of 44% of the sports fans during the summer are invited to investigate the opportunities available through the sponsorship of these football broadcasts this fall. Write for details at once.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY — REPRESENTED BY THE KATZ AGENCY, INC.

18 Pulling Together



Assure a Selling Job

EIGHTEEN normal horses will always outpull a single horse, no matter how big.

It's the same way with the Colonial Network's 18 stations, located at strategic centers throughout New England. In addition to New England-wide coverage, these Colonial stations offer you an 18-fold selling power that consistently outperforms any single station, regardless of its size.

Cities and suburban areas, the large markets where volume sales are made, are reached directly by these Colonial Network stations. No other combination of stations that you can buy will take your message into a better sales territory at so low a cost, or give you more listeners in more separate trading areas.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WTHT	Hartford	WNBH	New Bedford
WNLC	New London	WATR	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta
WHAI	Greenfield	WCOU	Lewiston, Auburn
WBRK	Pittsfield	WSYP	Rutland

EDWARD PETRY & CO., INC.
National Sales Representative

The
COLONIAL
NETWORK
21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Seven months' report from St. Louis:

KMOX — *winner and still champion!*

KMOX carried 52.8% more national spot business during the first seven months of 1939 than all the other St. Louis stations combined.

KMOX is St. Louis' seven-year (as well as seven-month) champion. Since 1932 every radio study has ranked it first among listeners, first among dealers, first among advertisers (7 of the 10 biggest U.S. spot advertisers are part of the present seven-month record of KMOX). That's *real* championship!

KMOX 50,000 WATTS • CBS • ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

THE irate lady above has been casually identified as Miss Enamel. Her argument has no bearing on the wars in Spain and in the East, but is the rather typical reaction of a WOR listener whose dealer failed to stock a product mentioned on WOR. Miss Enamel —as our artist so deftly puts it—has taken the matter to "the top."

It has never ceased to be a matter of satisfactory wonder to us here at WOR how diligently a thousand Miss Enamels will pursue the quest once WOR has provoked the desire.

So if you have a Message to more than 4,250,000 radio-listening homes, including maybe 1,000,000 Miss Enamels, let WOR start the rush your way.

With this image in your mind, we suggest that if (1) you're an advertiser or (2) an agent that you bring us diligently to task by demanding to see . . .

a. Our file of more than 60 success stories—the greatest collection of success stories ever gathered by one station. **b.** A check list of time now open and what that time has done for other people and how many listeners it has snared against some of the toughest competition on the air. **c.** The special studies we have prepared on WOR's great market group and what this market group means to you.

If it convinces you, and you drop in on us with the right kind of show, we guarantee that your competitors will eye you with mixed stares of fury and awe, but you'll make the nicest possible sales.

WOR

Sold to the Vick Chemical Company!

"BEYOND REASONABLE DOUBT," STARRING THE INIMITABLE NICK DAWSON, HAS BEEN BOUGHT FOR THE WEST COAST BY THE VICK CHEMICAL COMPANY

NICK DAWSON

FOR AIRING 3 TIMES PER WEEK IN 15 MINUTE PROGRAMS IN THE MARKETS AND ON THE STATIONS LISTED—

SAN FRANCISCO	(KPO)
LOS ANGELES	(KFI)
PORTLAND	(KGW)
SEATTLE	(KOMO)
SPOKANE	(KHQ)
DENVER	(KOA)

POWERFUL • THRILLING • ROMANTIC

for Local Sponsorship on a Syndicated Basis in all other markets. Inquire by Phone, Wire, or Letter.

VERTICAL OR LATERAL

Now Available

AUDITION RECORD and BROCHURE UPON APPLICATION

The Aristocrat of the Turntable

ASSOCIATED RECORDED PROGRAM Service

LANDSLIDE FOR RADIO
LANDSLIDE FOR KNX

In May, the most prosperous food retailers and wholesalers in and near Los Angeles, discussed advertising in general with representatives of Crossley, Inc. And *voted* on the following two questions in in particular.

A. *"Which general advertising medium used by food manufacturers helps you the most?"*

B. *"What Los Angeles radio station should a food manufacturer use to move goods off your shelves?"*

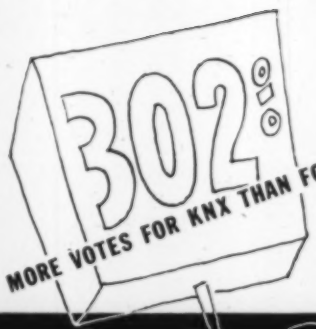
The answer—*checked and rechecked*—added up to this giddy score:

RADIO "FIRST CHOICE" of 72.7%

. . . 142% more grocers, and 178% more wholesalers voted for radio than for all other media combined.

300% more grocers, 167% more wholesalers for radio than for second ranking medium.

KNX "FIRST CHOICE" . . . not only of 41.2% . . . but 46% more grocers, and 180% more wholesalers for KNX than for Station B; 302% more grocers for KNX than for Station C.



And no wonder! Having the largest audience—as proved by every competent survey ever made—and the *greatest volume* of advertising—month after month, for the past two and a half years—the "Grocers' Choice" just *had to be*

KNX

CBS STATION FOR SOUTHERN CALIFORNIA

Represented by RADIO SALES

COLUMBIA SQUARE, LOS ANGELES

And here are 15 Vital Spots *you* ought to know

VITAL because these 15 NBC Programmed stations will produce a demand for your merchandise.

VITAL because these stations will produce this demand in ten of the richest markets in America.

VITAL because these stations are programmed by NBC, assuring the finest in radio entertainment.

VITAL because these stations have established clear-cut local identity and well-deserved prestige.

Boston-Springfield
WBZ 50,000 watts—990 kc.
WBZA 1,000 watts—990 kc.

Chicago
WENR 50,000 watts—870 kc.
WMAQ 50,000 watts—670 kc.

Cleveland
WTAM 50,000 watts—1070 kc.

Denver
KOA 50,000 watts—830 kc.

New York
WEAF 50,000 watts—660 kc.
WJZ 50,000 watts—760 kc.

Philadelphia
KYW 10,000 watts—1020 kc.

Pittsburgh
KDKA 50,000 watts—980 kc.

San Francisco
KGO 7,500 watts—790 kc.
KPO 50,000 watts—680 kc.

Schenectady
WGY 50,000 watts—790 kc.

Washington
WMAL 500-250 watts—630 kc.
WRC 5000-1000 watts—950 kc.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all 15 NBC Programmed Stations.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE

WITH THE SPEED
OF A COMET
1936 59 RADIO STATIONS
1937 165 RADIO STATIONS
1938 258 RADIO STATIONS
AND IN 1939 · 350
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

"Yes, but can he Sell?"

As many an agency and advertiser has discovered, it takes more than a studio and a transmitter to make a radio station that can *sell goods*. . . . The other requirements are almost too intangible to describe, but Free & Peters can tell you some of their *results*.

Hence, mark this up as another of our services that's available to any advertiser who wants it: Free & Peters can help you build a list of stations that will *sell* your goods—can help you to eliminate stations that haven't got what it takes—can do both jobs *in advance*, before you've paid your own good dollars to buy your own experience. . . .

As pioneer radio station representatives, Free & Peters have the knowledge and experience you want. As an organization that is working to build radio rather than to exploit it, we *apply* our experience in a way you'll like. How about giving us a ring?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KOMA	Oklahoma City
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Vandike 0569	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 4 WASHINGTON, D. C., AUGUST 15, 1939 $3.00 A YEAR—15c A COPY

Copyright War On as NAB Retains Kaye

By SOL TAISHOFF

Fund of 1 to 4 Million Dollars for Music Supply to Be Considered at Convention in Chicago on Sept. 15

TO BREAK the stranglehold of the American Society of Composers, Authors & Publishers on radio-performed music, stemming from its virtual monopoly of contemporary works, the broadcasting industry has launched the most ambitious project yet undertaken to build an independent source of music supply.

With Sydney M. Kaye, New York attorney and copyright expert, retained Aug. 9 as special counsel and coordinator, the NAB Copyright Committee, endowed with plenary powers by the association membership, plans to present to the special convention of the industry in Chicago Sept. 15 an all-inclusive plan of operation, embracing possible acquisition of independent publishing houses, along with stepping up of production of non-ASCAP numbers in every phase of music activity.

To Raise Fund

Marking the industry's third attempt during the last decade to inject competition into the music field, the new movement is the result of the considered judgment of the majority of the industry which authorized NAB President Neville Miller to take the drastic step if he and his Copyright Committee regarded it necessary. It envisages the contribution of a substantial Copyright Defense Fund, for which the Chicago convention has been called, ranging from $1,000,000 to $4,000,000.

With the retention of Mr. Kaye, whose abilities and dynamic personality are known to most broadcasters, the broad offensive was formally launched. Simultaneously, President Miller authorized copyright committee members and NAB directors to sound out station sentiment regarding the size and scope of the copyright war-chest.

While it is too early to gauge the amount of money required for the multi-phased venture, it is expected a definite prospectus will be available when the special convention convenes Sept. 15. Mr. Kaye, by virtue of past representation of the NAB in copyright matters, as well as his retention by CBS on copyright and other radio questions, is thoroughly familiar both with the broadacsting and the music fields and will devote his full time to the new assignment.

At a meeting in New York Aug. 23 with the copyright committee, Mr. Kaye will report the results of his explorations of the publishing and music writing fields to show what is available and the approximate cost of such operations. The individual committee members and directors in turn will report on the results of their studies. A prospectus, setting forth the proposed modus operandi, will then be drafted and dispatched to the membership in advance of the convention.

The scale of fees will depend upon the Kaye report, considered together with the sounding of industry sentiment. The basis, it is expected, will be a percentage of present ASCAP fees. This would range from 25%, if $1,000,000 is agreed upon as the starting point, to a 100% assessment, if the full $4,000,000 paid into ASCAP coffers is regarded as necessary.

The major networks are definitely pledged to go along all the way on the same basis as independent stations. Through their responsible executives on the Copyright Negotiating Committee — Lenox R. Lohr, NBC president, and Edward Klauber, CBS executive vice president — the networks have indicated they will be among the first to contribute toward any feasible plan evolved.

Left at the Altar

The break in NAB-ASCAP negotiations came Aug. 3 when ASCAP again jilted the industry copyright committee despite a definite date to talk terms looking toward a settlement of method of payment to supplant present contracts which expire Dec. 31, 1940. John G. Paine, ASCAP general manager, appeared alone and said ASCAP had no proposal to make. The special convention call ensued.

Then, on Aug. 9, the full copyright committee met at the CBS board room to discuss immediate plans.

SYDNEY M. KAYE

As his first official act Aug. 11, Mr. Kaye announced appointment of Stuart Sprague, New York attorney and NAB special counsel in recent phonograph record litigation, as his associate in the new work. Mr. Sprague formerly was a member of the NBC legal staff in New York, having left in 1936 to enter private practice. He represented independent stations in the musicians' negotiations in 1938, and participated in the old NAB Bureau of Copyrights.

With operations at high pitch, President Miller plans to spend considerable time in New York, headquartering at the Ritz Tower. He will be in constant touch with Mr. Kaye. A meeting of the NAB executive committee has been called in New York Aug. 22 to consider the copyright action as well as self-regulation code matters.

All of the acrimony of past ASCAP-radio clashes — plus — is seen in developments thus far. But the broadcasting industry, avowedly backed by a united front, networks included, is convinced it will not be maneuvered into an untenable position this time. It has been repeatedly emphasized, ASCAP observations notwithstanding, that the aim of the broadcasting industry is not to put ASCAP out of business nor to try to get along without ASCAP music, but to inject sufficient competition into the music field to force ASCAP to give radio users music on a "pay-as-you-use" basis, in lieu of the over-all 5% of gross assessment prevailing in most contracts in force since 1932. An end to discriminatory contracts, favoring one class of station against another, also is a prime objective.

It is possible an NAB copyright office will be established in New York, but probably completely divorced from regular NAB operations. Thought also will be given to setting up of a separate corporate entity, as was done with the ill-fated NAB Bureau of Copyrights of five years ago. Mr. Kaye will study this phase, along with the myriad other details.

Supported by Disc Firms

The major transcription firms, which will be banked upon heavily for tax-free music, have almost unanimously advised NAB that they are solidly behind the movement. They stated they were prepared to produce the type of works the industry demands, and that if desired, they will divert their entire production to tax-free and public domain works.

While the Copyright Committee at its Aug. 9 session ratified the special convention call for Chicago on Sept. 15, it left the door open for a possible postponement in the light of Mr. Kaye's retention. Should he find it necessary to seek a delay to complete the preliminary plan, it is presumed a postponement will be sanctioned — a move now thought unlikely. Moreover, there was the view that the convention should be held at a downtown hotel rather than at the suburban Edgewater Beach, since the plan was to complete the work in a single day.

The present plan is to have a one-day, one-purpose convention, entirely restricted to copyright. However, the industry self-regulation code, on which the NAB board will meet in advance of the Chicago investigation, is very much alive, and the machinery for code compliance, plus an effective date, must be developed. It is still hoped to avoid a second-day session, which would run through Saturday. Such matters as renewals of contracts with American Federation of Musicians, which likewise expire next year, plus current labor problems, also might be discussed at the convention.

Considerable attention centered

(*Continued on page 60*)

Revision of Rule For Program Log Foreseen in Fall

Second Plea by NAB Brings Promise of FCC Study

REVISION of rules requiring maintenance of detailed program logs, particularly with respect to listing of individual phonograph records performed [see pages 24 and 25], will be considered by the FCC after it reconvenes for regular business Sept. 5, with likelihood of favorable action.

As the outgrowth of a second request made by the NAB for clarification of the new regulations, T. J. Slowie, FCC secretary, on Aug. 10 advised Andrew W. Bennett, NAB counsel, that the matter required FCC action and would be brought to the Commission's attention as soon as possible. Mr. Bennett on Aug. 3 told the FCC the regulation would work undue hardship on smaller stations.

With a majority of the Commission members and department heads on vacation, it is thought the matter must lay over until after Labor Day. A suggestion that the rule, particularly as to record listings, be suspended in the interim, likewise was held to be a matter requiring FCC action.

Symbols Suggested

Mr. Slowie wrote that as the section is now worded it would be impossible by interpretation of the rule to authorize licensees to make log entries pertaining to music created from transcriptions and phonograph recordings in the same manner as that authorized where music is created by live talent. He pointed out that in its previous interpretation, the FCC suggested a manner of keeping logs in accordance with the rule "so as to impose the least possible burden upon station licensees", proposing code symbols in lieu of actual titles of numbers.

"Your request that the Commission reconsider the rule and modify it so as to permit stations to make similar log entries with regard to recorded music as permitted where music is created by live talent will be presented to the Commission on the earliest possible date for consideration as to possible modification in the light of the matters pointed out in your correspondence on the subject," the FCC advised NAB counsel.

In some industry quarters, the view was advanced that the requirement for listing record titles would play into the hands of record manufacturers and recording artists. It was pointed out they would have a made-to-order analysis of record performances available, which they could "audit". This view was significant in the light of the Whiteman-WNEW decision in New York last month in favor of RCA-Victor and the announced intention of the manufacturing company to assess a "nominal" performing rights fee [BROADCASTING, July 15, Aug. 1].

In his second letter, Mr. Bennett brought out that small stations, of necessity, use recorded music "almost exclusively", because live musical talent is not available to them, and even if available, would bring prohibitive increased expense. Upon these stations, he

(*Continued on page 64*)

'Broadcasting' Publishes Complete Revised Edition of FCC Rules, Regulations and Standards

SO GREAT has been the demand for its booklet published last month, containing the newly promulgated FCC Rules Governing Standard Broadcast Stations, that BROADCASTING regrets to report that its entire supply of some 1,500 copies has been exhausted. Further requests for the free copies, accordingly, cannot be fulfilled. However, rather than reprint the rules alone, BROADCASTING has published a new 72-page book containing not only (1) the Rules Governing Standard Broadcast Stations, but also (2) the Standards of Good Engineering Practice, with charts and graphs; (3) the General Rules and Regulations pertaining to all classes of service, and (4) the Rules of Practice and Procedure. This volume has been carefully edited and revised to bring the separate FCC documents up-to-date as of Aug. 1, 1939. Copies of the book, titled *Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, are available from BROADCASTING at 60 cents each, postpaid, or 50 cents each in quantities of two or more.

Fly Confirmed as FCC Member; To Start as Chairman Sept. 1

CONFIRMED unanimously by the Senate Aug. 1, James L. Fly, chairman-designate of the FCC, plans actively to take over the reins of the regulatory body Sept. 1.

Just before he departed from Washington Aug. 3 for Portland, Ore., where he will conclude his special assignment in connection with Bonneville Dam activities, Mr. Fly stated he proposed to assume his new post as soon as the resignation of Frank R. McNinch becomes effective a fortnight hence. He said he would finish his business on the Pacific Coast and then return to TVA headquarters at Knoxville, Tenn., to complete his duties as general counsel. If he has the time, he plans to take a few days' vacation prior to establishing himself permanently in Washington.

Just before leaving Washington, Mr. Fly, accompanied by Mr. McNinch, visited the White House for a 10-minute conversation with the President. While Mr. Fly made no comment, his FCC predecessor declared that unfinished problems before the FCC were outlined and reviewed, of which the chief one was the network-monopoly investigation. Whereas Mr. McNinch said it probably would be six months before the FCC Committee reported on this study, instructions had been issued the same day to the FCC staff that it complete its work within two months. [See page 17.]

President Advises FCC

Simultaneously, it was learned that President Roosevelt on Aug. 3 sent to individual members of the FCC identical letters notifying them of his intention to name Mr. Fly chairman when he assumed office Sept. 1. The inference was drawn from this letter, written following the McNinch-Fly visit, that the President desired matters of policy to be held in abeyance until Mr. Fly's assumption of office.

Action by the Senate came a day after Mr. Fly had appeared before the Senate Interstate Commerce Committee in executive session. For almost an hour members of the Committee examined him in connection with his general views on radio and communications. Committee members were so impressed that approval of the nomination was recommended to the Senate unanimously.

Chairman Wheeler (D-Mont.), who had talked with Mr. Fly several days before, supported him enthusiastically. Senator Chan Gurney (R-S.D.), former owner of WNAX, Yankton, and Senator Wallace White (R-Maine), co-author of the Radio Act, both examined Mr. Fly closely, particularly in connection with his views on censorship, Government demands for time, and program control. Senator Gurney moved for unanimous approval of his nomination, despite the fact he has been a stern critic of the Commission and of the New Deal.

Comes With "Open Mind"

Mr. Fly, it was reported following the session, said he had an open mind on most of the broadcasting regulatory problems and that he proposed to undertake a comprehensive study of the medium and of the law before arriving at conclusions. He asserted, however, that he was opposed to "Government coercion" insofar as placement of departmental and agency programs are concerned and that he believed there should be no penalty should stations refuse to broadcast such material. He expressed the view they should exercise the right of editorial selection of such material.

There was considerable questioning in connection with the international broadcast "censorship" rule led by Senator Johnson (D-Col.). Mr. Fly asserted he was opposed to program censorship per se although he understood the FCC was authorized by law to take into account past general performance of stations in considering renewal applications.

Views on Regulation

In a frank discussion of Government regulation, Mr. Fly was reported to have advised the Committee that while he was not familiar with the broadcasting structure, it was his view that where monopolistic tendencies are involved, Government regulation becomes necessary. And beyond that, he said, when control reaches the point where the public interest is menaced, it might then become desirable for the Government to take over operation. This philosophy did not deal directly with an appraisal of broadcasting, Senators stated after the hearing, and Mr. Fly was reported to have expressed the view that generally speaking, private competitive enterprise is desirable, particularly if the public interest is protected.

Mr. Fly expects to take a house in Washington and make his permanent residence in the capital city. Mr. and Mrs. Fly have two children.

Drawn for BROADCASTING by Sid Hix

RCA And Decca Adopt Recording Fees

Rate of $100 to $300 a Month Planned

By BRUC EROBERTSON

FIRST attempt of a manufacturer of phonograph records to issue licenses covering the use of these records on the air was made Aug. 11 by RCA Mfg. Co., maker of Victor and Bluebird records. On that date RCA mailed to every broadcasting station in the United States a license form offering the broadcaster permission to broadcast the majority of the thousands of discs in the RCA catalogue upon payment of a monthly fee, graduated from $100 to $300 according to the station's rates. Non-commercial stations will be charged $10 monthly to cover the cost of bookkeeping.

This move puts RCA into direct competition with the transcription library services, including the *Thesaurus* issued by NBC, a subsidiary company, in the business of supplying recorded entertainment material to stations, and it is believed that many stations in the low-powered, low-income group, including those most dependent on records, will have to choose between accepting the RCA license and continuing their present contracts for transcription libraries.

Same as Library Rates

RCA's rates are, intentionally or not, practically the same as those of the leading producers of transcription library services. NBC's charges, for example, range from $1,200 to $3,000 a year, while the World library's maximum cost is $300 a month, both of these varying like RCA's proposed charges with the income of the station.

RCA license, which will go into effect Oct. 1, limits the broadcasting of new records to twice daily during the first month following their release, and provides that identification of RCA's records as Victor or Bluebird shall be made "at least once during each broadcast period in which they are used and in any event at least once during each 15-minute period." This latter provision was interpreted as meaning that a 5, 10 or 15-minute period of Victor and Bluebird records need be announced as such only once, but if these makes of records are used in a program during which records made by companies other than RCA also are broadcast, then the Victor and Bluebird records must be individually identified.

Each licensed station will receive a list of records which are not available for broadcast purposes. "We shall," RCA states in a letter sent out together with the license forms, "continue to work with this list in an attempt to reduce it to a minimum." How many records will be so restricted, no one knows at present, according to David Mackay, attorney who handled RCA's case in the suit against WNEW and Paul Whiteman, which resulted in a decision that a record manufacturer has the right to restrict the use of his records for broadcasting if he so desires and that for a station to broadcast such records without permision is a violation of the law [BROADCASTING, Aug. 1].

Studying Artists' Contracts

Mr. Mackay is currently engaged in perusing contracts made with artists by RCA and its predecessor companies to determine exactly which records were made under contracts containing clauses preventing RCA from giving stations the right to broadcast them.

Several of the records made by Whiteman for RCA, which were included in the specific recordings on which the suit was based, were made under a contract in which Whiteman expressly stated they were not to be used in broadcasting, and these records, according to the court ruling, cannot be used on the air without the permission of both RCA and Whiteman.

Mr. Mackay said that in the case of every contract containing this or a similar provision, RCA will make every effort to secure from the artist the permission necessary to allow it to include the record in those available for broadcasting. In this connection also, the license form contains a provision permitting the station to cancel it on ten days notice if the restricted list should ever mount to more than one-third of the total RCA record catalogue.

While the purpose of this restriction is to protect both RCA and the stations it licenses against suits by artists, a question has been raised by other attorneys whether stations using any record will not still be liable to the artist. These attorneys point out that while the court ruled that in the usual contract between an artist and a recording company the artist assigns to the manufacturer his common law property rights, to which his artistic contribution to the record through his individual rendition of the music entitles him, the case was largely decided on the factor of unfair competition.

The court, they say, found the station guilty of unfair competition with both the record manufacturer and the recording artist, all three being engaged in the business of providing entertainment for the public. So, according to the reasoning of these lawyers, the artist is still entitled to protection against this unfair competition, regardless of the fact that he has signed over to the company his common law property rights, as these do not include his right for protection against unfair competition.

Whether this point will be raised by the National Assn. of Performing Artists, whose general counsel, Maurice J. Speiser, defended Whiteman in the suit, is not known. Mr. Speiser and his associates are now studying the entire case, but to date have made no statement regarding any possible future action of NAPA in following up the case in its efforts to protect the rights of its members.

RCA has promised its recording artists that when the license fees are collected from broadcasting stations they will be divided with the artists. Details of this division, which also include giving a part of

(*Continued on page 65*)

More WLS Oldtimers

MORE than 3,000 oldtime songs, some published in 1866, were given WLS, Chicago, recently by Listener Mary Miner of Cary, Ill. Mrs. Miner and her sister, Miss Nellie Tomiskey, had collected everything from hymns to ragtime, had played them on an old-fashioned melodeon. When Miss Nellie died the other week, Mrs. Miner sent for Ray Ferris, head of the WLS musical department, and offered him the sheet music and musical albums. Many of the songs are out of print today and original first editions include the songs of Charles K. Harris, among them being "After the Ball Is Over". WLS now possesses the largest library of oldtime songs in radio, according to Glenn Snyder, WLS manager.

Text of RCA—Station Record License Fee Contract . . .

IN CONSIDERATION of the making of the payments at the times and in the amounts hereinafter set forth, RCA MANUFACTURING CO., INC., of Camden, New Jersey, producer of Victor and Bluebird phonograph records, does hereby grant to operator of Radio Station ....., whose broadcasting studio is located at a personal, non-exclusive, indivisible and non-assignable license under Licensor's property rights hereinafter referred to, to broadcast the phonograph records hereinafter identified, subject to the terms and conditions of this license agreement, to each of which Licensee expressly agrees:

1. Licensee is licensed by Licensor to broadcast over Licensee's above-mentioned radio station, either as an original broadcast or as part of a network program, programs containing Victor and/or Bluebird phonograph records produced by Licensor of its predecessor companies and licensed hereunder, but (a) new releases shall not be broadcast by Licensee more than twice a day for the first thirty (30) days following the release date thereof as fixed by Licensor in announcements to be sent by it to Licensee from time to time; (b) Licensor's records when broadcast by Licensee shall be clearly announced as Victor or Bluebird phonograph records at least once during each broadcast period in which they are used and in any event at least once during each fifteen minute period, and no statement shall be made in conjunction with any broadcast which might in any wise tend to mislead listeners into believing that the artists whose performances are recorded on the records broadcast are personally present and performing in Licensee's studio unless that be the fact; and (c) worn, scratched or damaged records shall not be used by Licensee for broadcasting purposes, and all reasonable efforts shall at all times be made by Licensee to conduct broadcasts of Licensor's records in a manner which will not be detrimental to the prestige and standing of the product and business of Licensor or Licensee.

2. All Victor and Bluebird records heretofore or hereafter during the continuance of this license produced by Licensor or its predecessor companies are licensed hereunder with the exception of those records specified in Schedule A attached hereto and made part of this license and with the exception of such additional records as may from time to time be specified by Licensor as additions to said Schedule A; provided, however, that if the total number of records included in said Schedule A by Licensor shall at any time exceed one-third of the total number of records then contained in Licensor's entire record catalog, Licensee may at its option elect to terminate this license at the end of any month by giving Licensor ten days' written notice of its intention so to do.

3. This license is granted under Licensor's property right in its records, as manufacturer thereof, and under any common law property right of the artists whose performances are recorded on the records licensed hereunder. This license is not intended to constitute, nor does it constitute, a license to publicly perform for profit, copyrighted material which may be embodied in any of the Licensor's records.

4. The annual license fee payable to Licensor by Licensee in United States currency shall be in accordance with the following schedule of rates:

Class	Highest Half-Hour Rate as Published in "Standard Rate and Data"*	Monthly Fee
A	$200 and over	$300.00
B	$175 to $199	$275.00
C	$150 to $174	$250.00
D	$125 to $149	$225.00
E	$100 to $124	$208.33
F	$ 80 to $99	$187.50
G	$ 60 to $79	$166.67
H	$ 40 to $59	$145.83
I	$ 20 to $39	$125.00
J	$ 19 and under	$100.00
K	Stations which do not sell time and whose broadcasts are confined solely to educational and religious programs	$10.00

Licensee represents and warrants that its highest half-hour rate is $..... and that it therefore belongs in Class ....., as set forth in the foregoing Schedule. Licensee's annual license fee is therefore fixed at $....., payable in equal monthly instalments of $..... each, in advance, on or before the tenth day of each month, beginning with the date of this license, which fee is subject to upward or downward revision at the end of each month in the event Licensee shall from time to time change its time rates so as to cause it to fall into a different classification, as set forth in said Schedule.

5. The term of this license is one year from the date hereof but it may be terminated by Licensor at any time upon ten days' written notice sent to Licensee at its broadcasting studio by telegraph or mail in the event of non-payment of license fees promptly when due, or failure of Licensee promptly to comply with and fulfill all of the terms and conditions of this license.

Dated, ..., 19.....

RCA MANUFACTURING CO., INC.

By .....

Accepted and agreed to: .....

.....

By .....
Licensee

Station Call Letters .....

*Radio Advertising Rates and Data, published by Standard Rate and Data Service.

THE LADIES HAVE IT and their programs today are an integral part of most broadcasting schedules, proving, as KYW's Betty Parker recounted so ably in the July 1 BROADCASTING, that women have a definite place in radio advertising. Here are some of the prominent lady broadcasters (l to r): Miss Dorren Chapman, formerly with Iowa stations, who has just joined WDAY, Fargo, as home economist; Caroline Cabot of the Boston Cabots and WEEI, whose morning shopping service has many stores as participants and who has been broadcasting for 14 straight years; Eleanor Hanson, director of women's activities of WHK-WCLE, Cleveland, who handles 12 programs weekly and is in constant demand among women's clubs for talks on foods, fashions and feminine fads; Vernona Hughes, onetime Red Cross nurse, now director of women's activities of WCKY, Cincinnati, who handles its *Homemaker* program; Isabel Manning Hewson, Philadelphia socialite who started her *Petticoat of the Air* in that city in 1932 and who is now doing the *Morning Market Basket* feature on WEAF, New York, after network experience.

Status of Bills Affecting Radio Now Pending in Congress . . .

No. and Purpose	Author	Status
HR 5508: Restricting network broadcasts.	Peterson (D-Fla.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 5791: Banning unauthorized use of mechanical reproductions.	Schulte (D-Ind.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 94: Requiring personal endorsement on air to be accompanied by statement endorsement is paid for.	Maloney (D-La.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 251: Banning air to advertisements of alcoholic beverages.	Culkin (R-N.Y.)	House Interstate & Foreign Commerce Committee; awaiting report from FCC.
HR 252: Same as above.	Same	Same
HR 924: Banning interstate transmission of alcohol advertising by any medium.	Culkin (R-N.Y.)	Pending before the House Interstate & Foreign Commerce Committee; FCC report adverse. ICC report non-committal.
HR 6973: Authorizing appropriation of $30,000 for new FCC monitoring station in Mass.	Lea (D-Cal.)	Pending before House Interstate Commerce Committee.
S 515: Prohibiting the use of radio by liquor advertisers.	Johnson (D-Col.)	Senate calendar.
S 575: Prohibiting interstate transportation of liquor advertising by any medium.	Capper (R-Kan.)	Pending Senate Interstate Commerce Committee.
S 1095: Permitting FCC to license amateur operators under 21.	Sheppard (D-Tex.)	Pending Senate Interstate Commerce Committee.
S 2611: Authorizing appropriation of $30,000 for new FCC monitoring station in Mass.	Wheeler (D-Mont.)	Passed Senate; pending House Interstate Commerce Committee.
S 2466: To prevent monopolies and duplication of broadcasts.	Sheppard (D-Tex.)	Pending Senate Interstate Commerce Committee.
HR 5435: Amending Fair Labor Standards Act to exempt white collar workers and executives from hours limitation.	Norton (D-N.J.)	On House calendar; rule granted for consideration.
HR 7133: Amend Fair Labor Standards Act to exempt white collar workers and executives.	Barden (D-N.C.)	Pending House Labor Committee; rule granted for consideration.
S 2846: Providing liability for infringement of copyright shall rest at point program originated.	Wheeler (D-Mont.)	Pending before Senate Patents Committee.
HR 7456: Same as above.	Michael J. Kennedy (D-N.Y.)	Pending before House Patents Committee.
SR 94: Authorizing investigation of FCC.	White (R-Me.)	Pending before Senate Interstate Commerce Committee.
HR 72: Authorizing investigation of FCC.	Wigglesworth (R-Mass.)	Pending House Rules Committee.
HJR 70: Authorizing investigation of FCC.	Connery (D-Mass.)	Same as above.
S 915: Providing uniform procedure for trial and appeals by FCC and other quasi-judicial agencies.	Logan (D-Ky.)	Pending before Senate after motion to reconsider voided passage.
HR 3752: To reorganize FCC.	Lea (D-Cal.)	Pending House Interstate & Foreign Commerce Committee.
S 1268: Same as above.	Wheeler (D-Mont.)	Pending House Interstate Commerce Committee.
S 1520: Reorganizing the FCC.	White (R-Me.)	Pending before Senate Interstate Commerce Committee.
S 2251: Establishing super-power Pan-American station under Government operation.	Chavez (D-N.M.)	Pending before Senate Naval Affairs Committee.
HR 2721: Same as above.	Celler (D-N.Y.)	Pending before House Naval Affairs Committee.
HR 6243: Regulating use of copyright works.	Moser (D-Pa.)	Pending House Patents Committee.
S 2058: Relative to promotion contests carried on through facilities of interstate commerce.	Nye (R-N.D.)	Pending Senate Post Office and Post Roads Committee.
HR 4684: Extending license period for radio stations to 3 years.	McLeod (R-Mich.)	Pending House Interstate & Foreign Commerce Committee.
HR 3752: Extending FCC authority over station operators.	Lea (D-Cal.)	Pending House Interstate & Foreign Commerce Committee.
S 635: Requiring stations to set aside regular periods for social, political and economic questions.	Schwellenbach (D-Wash.)	Pending Senate Interstate Commerce Committee.
S 636: Relating to time records and rejected programs by stations.	Schwellenbach (D-Wash.)	Same as above.
S 637: Inserting new section in FCC act against censorship.	Schwellenbach (D-Wash.)	Same as above.
HR 2981: Amending judicial code in relation to civil liability of radio broadcasters concerning suits of defamation.	Celler (D-N.Y.)	Pending House Judiciary Committee.

Flock of Radio Bills Ignored As Congress Adjourns Aug. 5

FCC Reorganization, Investigation Measures, Pan-American Station Among Those Slighted

By WALTER BROWN

WHEN the first session of the 76th Congress began last January, it had all the earmarks of becoming the most active one in several years so far as radio was concerned, but when it ended Aug. 5 no bill of major importance to the broadcasting industry had been enacted.

Over two dozen important legislative measures in which broadcasting had a direct interest were proposed, including the Wheeler-McNinch FCC reorganization bill; Senate and House resolutions for investigations of the FCC and radio; bills calling for establishment of a superpower Pan-American radio station to be operated by the Government; measures restricting the use of radio for advertising alcoholic beverages, and amendments to the copyright law.

One by one these bills were laid aside and, except for the Johnson Bill (S-517), no hearings were held on any of them. So indifferent was the new Congress to radio and FCC legislation that only in the closing days of the 1939 fiscal year was the new 1940 appropriation for the Commission enacted.

Equality With Press

Recognition of radio on a parity with the press as a news gathering medium for the first time was recognized by Congress during the session. Enabling resolutions were passed by both the Senate and the House under which gallery facilities were provided for "radio correspondents" with provisions also made for superintendents in charge. Fulton Lewis jr., MBS commentator, was the spearhead of the movement for radio recognition, and Senator Barbour (R-N. J.) and Rep. Dempsey (D-N. Mex.) sponsored the legislation in their respective bodies.

The next regular session of the 76th Congress will pick up where the first session left off. This means that all pending bills will retain their present status.

The session ended with Congress refusing to grant the request of the FCC for a deficiency appropriation of $210,000 to set up a new unit to carry out the regulatory recommendations of the investigation of the telephone industry. FCC Acting Chairman Paul A. Walker and Acting Secretary John B. Reynolds made a last minute plea to the Senate committee handling the third deficiency bill, pointing out that if the additional fund was not appropriated, the expense of the new telephone unit would have to come out of appropriations needed for other FCC divisions.

While refusing the $210,000 request, the Senate included for the State Department a $16,000 item in the deficiency bill to cover expenses of the delegation to attend the Second Inter-American Radio Conference, Santiago, Chile, in 1940.

Action on the proposed international copyright treaty was abandoned at this session with the definite understanding that it would be considered next session along with legislation revising domestic copyright laws. Taking the floor on Aug. 1, Senator Thomas (D-Utah) explained the status of copyright legislation as follows:

"The first item on the Executive Calendar is a copyright convention, which has been there since April 11 of this year. This is not the first time the Foreign Relations Committee has reported the convention for favorable action. It has been on the calendar during previous Congresses. In the meantime those who have been opposed to ratification of this treaty have taken the stand that there should be domestic legislation reported and ready at the time the treaty is considered.

"I deem it advisable for us to allow the committee, which has been working so long and so consistently in attempting to bring a domestic law which will meet the requirements and be satisfactory to the various interested groups, that I think it would be unwise to consider the treaty at this time. Therefore, I am going to suggest, with the cooperation of the majority leader and the minority leader, that I be permitted to make the announcement that the convention will not be called up until March of next year."

After conferences with "the various interested groups" Senator Wheeler (D-Mont.) introduced a new copyright bill to place responsibility at the source. Chairman

(*Continued on page 63*)

Worcester (Mass.) Telegram

"P-s-s-t, turn on all the power y' got. I'm goin' to say hello to Uncle Gus, he's hard of hearing."

Part Interest in KCMO Acquired by Publisher; Jack Stewart Manager

COINCIDENT with the reported acquisition of a one-fourth interest in KCMO, Kansas City, by Orville S. McPherson, president and publisher of the *Kansas City Journal*, the appointment of Jack Stewart, veteran broadcaster, as general manager of the station was announced Aug. 8 by Tom L. Evans, president of the station and coowner of the Crown Drug Co. of Kansas City.

Because control was not involved in the sale of stock to the publisher, it was not necessary to procure FCC approval of the transaction. Equal lots of 200 shares each, it is understood, now are held by Messrs. Evans and McPherson, Lester E. Cox, broadcaster and businessman of Springfield, Mo., who owns interests in several stations, and C. C. Payne, partner of Mr. Evans in Crown Drug.

Mr. Stewart succeeds Larry Sherwood as manager, with the latter remaining on the staff. Mr. Stewart announced further that no staff changes would be made other than promotion of Clarence Breazeal to business manager. Mr. Stewart was last with WFIL, Philadelphia, as national sales manager, and has managed such stations as WCAO and WFBR, Baltimore, and WCAE, Pittsburgh.

KCMO has been collaborating with the *Journal* for the last several months. With Mr. McPherson's interest in the station, it is expected this affiliation will become closer.

Gas Cooperatives

ASSOCIATION of Gas Appliance & Equipment Mfrs., New York, and the American Gas Assn., on Oct. 2 will distribute a campaign of 30 to 60 spot announcements to local gas dealers for a cooperative local and national drive based on the theme "Save While You Cook" to promote "Certified Performance" gas ranges.

General Mills Completes Plans for Pro Football

KNOX REEVES, advertising agency in charge of sports broadcasts of General Mills, Minneapolis, as well as handling some of the milling company's other advertising, has completed arrangements with stations for the play-by-play broadcasts of the games of the National Professional Football League for this fall. Announcement that General Mills would sponsor for Wheaties broadcasts of the complete league schedule of Sunday contests, with the sole exception of the games of the Green Bay Packers, which will be sponsored this year as in the years previous by Wadham Oil Co. on WTMJ, Milwaukee, was made last spring. [BROADCASTING, June 1].

In the East, games in New York will be broadcast by WOR, Newark; Brooklyn games by WHN, New York; Pittsburgh by KDKA; Philadelphia by WCAU; Washington by WOL, with WMFD, Frederick, also carrying the Washington schedule. The Midwest schedule will be broadcast by WJR, Detroit, and WGAR, Cleveland, with WIND, Gary, and WJJD, Chicago, covering the Chicago games in cooperation.

WFLA Purchased By Tampa Tribune

Tison Retains Interest and Continues as Manager

CONTROLLING interest in WFLA Tampa, has been purchased by the *Tampa Tribune* in a deal consummated in early August which will be the subject of an application for FCC approval to be filed shortly. Walter Tison, WFLA manager, will retain his 45% interest in the station and he will continue as vice-president of Florida West Coast Broadcasting Co., licensee, and as manager.

Under the deal the *Tampa Tribune*, of which S. E. Thomason is publisher, acquires the 45% stock interest of H. H. Baskin, Clearwater attorney and former mayor, and options the 10% interest of Fred J. Lee, also of Clearwater. The Tison-Baskin-Lee group purchased WFLA in June, 1936, from the City of Clearwater, for a price of about $250,000. Mr. Thomason is also publisher of the *Chicago Times*.

Purchase price of the Baskin-Lee interest was not disclosed. Mr. Tison announced, however, that as soon as the transfer is granted it is planned to ask fulltime for WFLA, which now shares time on 620 kc. with WSUN, St. Petersburg, the former operating Mondays, Wednesdays and Fridays fulltime, the latter the other three days and the two dividing their Sunday schedules.

In the new corporate setup, Mr. Thomason will be president; Mr. Tison, vice-president; Mr. Griffin, vice-president; Joseph S. Mims, general manager of the newspaper, treasurer; Truman Green, advertising manager of the newspaper, secretary.

Tampa's other regional station, WDAE, is owned by the publishers of the *Tampa Times*. The *Tampa Tribune* last year was an unsuccessful applicant before the FCC for a new 1,000-watt station.

Bond Stores on 27

Bond Stores, New York (men's clothes), on Sept. 11 will start an extensive fall campaign of quarter-hour news and musical clock programs six times weekly on the following stations: WAPI WEEI WGN WTAM WWJ KMBC WABC WGBI WSB WFBR WBEN WTMJ KGKO WDRC WAVE WCAE WEAN KWK WFBL WJSV KYW WDAE WOKO KRNT WHB KHJ and KFRC. More stations will be added later in the fall, according to Neff-Rogow, New York agency in charge.

Emerson Renews, Expands

EMERSON RADIO & Phonograph Co., New York, sponsor of Elliott Roosevelt's thrice-weekly quarter-hour news commentary program on the Texas State Network and since June 3 also on Mutual stations in New York, Washington and Boston, has renewed its contract for another 26 weeks, effective Sept. 5. At the same time the network will be expanded to coast-to-coast proportions, with outlets now being lined up in major cities throughout the country. Program, titled *America Looks Ahead*, currently advertises Emerson portable radios. Agency is Grady & Wagner, New York.

Canadians Call Protest Meeting

AN EMERGENCY meeting of Canadian broadcasting stations has been called for the Mount Royal Hotel, Montreal, Aug. 17 to discuss the recent Canadian Broadcasting Corporation's subsidiary network policy and the proposed CBC charge of 10 percent commission on such network programs. The Canadian Association of Broadcasters summoned all member stations east of Fort William, Ont., to the meeting, which will also be attended by a committee from the western stations which held its annual convention Aug. 3 and 4 at Vancouver. Gordon Love, CFCN, Calgary, president of the Western Canadian Association of Broadcasters; Charles Campbell, CJRC, Winnipeg, and Harold Carson, CFAC, Calgary, will represent the western stations.

Canadian broadcasters are not in favor of the CBC subsidiary network ruling which makes it mandatory for all network advertisers, whether on CBC networks or networks of independent stations, to go to the CBC for all network arrangements. The broadcasters are especially up in arms over the fact that for this regulation the CBC will charge 10 percent service fee on the networks so booked. Negotiations between the CAB and the CBC have been started on this phase of the regulations, but are evidently not yet successful. No meeting between the CAB and the CBC is expected before the emergency meeting in Montreal, at which no CBC executives are expected.

C & S Disc Tests

STANDARD BRANDS, New York, on Sept. 11 will start testing a transcribed show in several markets for Chase & Sanborn coffee, also promoted by Edgar Bergen and Charlie McCarthy on NBC-Red. It is reported *Springtime & Harvest*, produced by Carl Wester, Chicago, will be used. J. Walter Thompson Co., New York, handles the account.

Swift to Use 12

SWIFT & Co., Chicago (Allsweet margarine), in late August will start a four-week campaign of one-minute spot announcements on 12 stations. J. Walter Thompson Co., Chicago, handles the account.

A PLEASANT surprise greeted the radio audience attending the Aug. 1 broadcast of *Information Please*, sponsored by Canada Dry Ginger Ale Co. on NBC, when, unexpectedly, 40 tickets were given out, each admitting two persons to the Pathe Studios, where RKO was filming a short subject based on the radio program.

THE Alka-Seltzer *National Barn Dance* program, heard on NBC-Blue network, is being originated from three state fairs this season. The show was remoted from the Illinois State Fair, Springfield, Aug. 12. It will be broadcast from the Wisconsin Fair Aug. 19, and from the Indiana State Fair Sept. 2.

JESSICA DRAGONETTE, veteran radio star, has been signed to a new NBC Artists Service contract and will be featured in a special Welcome Jessica program on NBC-Blue, Aug. 17, at 7 p. m. (EST).

AFRA Convention

WITH problems of union jurisdiction occupying main attention, the annual convention of the American Federation of Radio Artists will be held Aug. 24-27 at the Sherman Hotel, Chicago. The agenda includes discussion of IATSE's effort to enter the acting phase of the theatre; resolution involving more complete merger of AAAA member unions; proposed investigation of the plan to coordinate administration of relief to unemployed members of each AAAA branch into one staff, and usual routine such as election of officers.

Federal Ad Bill

AUTHORIZATION for an appropriation of $96,000,000, to provide $2,000,000 for each of the 48 States to be spent in community advertising and export advertising as a means of revitalizing trade and commerce, is contained in a bill (HR 7503) introduced in the House of Representatives by Rep. Rogers (D-Okla.) on Aug. 4, the day before Congress adiourned. The bill was referred to the House Appropriations Committee, but no further action was taken. Under the plan, conceived by W. B. Shafer, Jr., of Norfolk, Va., each state would be required to spend at least $500,000 of the $2,000,000 on advertising directed at increasing the sale of exportable products of the State.

WCKY Affiliates Sept. 24

WCKY, Cincinnati, will join CBS Sept. 24 with the shift from Daylight Savings to Standard Time, it was formally announced Aug. 11. CBS has placed a basic evening rate of $425 per hour for the new outlet, now operating with 50,000 watts. No announcement yet has been made of the disposition of WKRC, CBS-owned outlet in Cincinnati, but it is expected the station will be sold shortly, subject to FCC approval.

M-G-M Promotes 'Oz'

METRO - GOLDWYN - MAYER Corp., Hollywood, is using spot announcements for the week preceding the opening of its new production, "Wizard of Oz", in New York on WHN, WOR, WQXR, WMCA and WNEW. Plans for similar spots in other sections have not been announced yet. Agency is Donahue & Coe, New York.

Carrying Night Games

CHICAGO stations carrying the six night games of the White Sox from the local Comiskey Park will include WGN, WCFL and WIND. The first game was played Aug. 14 and night games are scheduled for Aug. 18, 22, 24, 28 and 31. WBBM could not carry the games because of prior network commitments, but is airing wire games played out of town by the Cubs on the afternoons of the night games, and is featuring its Sportscasters Pat Flanagan and John Harrington on WIND, Gary, Ind., for the night Sox games. WJJD, Chicago, which leaves the air at 10 p. m., is also broadcasting wire games of the Cubs on the afternoons of the Sox nighttime games. Sponsors of the Sox night games continue, with General Mills sponsoring the games on WIND; Old Gold on WGN; Texas Co. on WCFL [BROADCASTING, July 15].

The man behind the wheel is the WHEATIES salesman
HE'S PAYING HIS BET THANKS TO THE BASEBALL FANS WHO AUTOGRAPHED MY POSTERS

THE PAYOFF on a baseball bet came at high noon Saturday, July 29, when John Loudon (right), local General Mills salesman, trundled Bill Harrington, baseball reporter of KDAL, Duluth, in a wheelbarrow through the city's loop district, stopping to give every policeman the pair encountered a package of Wheaties and a banana. Loudon bet Harrington he couldn't get 5,000 autographs of baseball fans on the "Announcer's Breakfast of Champions Sale" posters—Harrington got more than 10,000!

UNCLE SAM SEES
Bright Television Future and Plans NBC Progress

FIRST Government department to make official use of television will be the Department of the Interior, which on Sept. 29 will present over NBC's W2XBS in New York a specially produced two-reel motion picture. Titled "The Annual Report of the Department of the Interior", the feature will be based on a one-hour aural program broadcast last January over MBS.

Secretary Ickes, preceding the television presentation, will comment on "this first official use" of television by a department of the Government. "This great new medium", he will add, "is the newest challenge to the ability of man to make wise and proper use of the magic of science. Let us hope that television may encourage a new and better national understanding."

Oshkosh B'Gosh Plans

OSHKOSH OVERALL Co., Oshkosh, Wis., on Oct. 2 will start *Johnnie Oleson & his Rhythm Rascals*, thrice-weekly 15-minute live series, on WTMJ, Milwaukee. The firm will use thrice-weekly quarter-hour live series of *Lem & Martha* on WHO, Des Moines, and a recorded version of the show thrice-weekly on WCCO, Minneapolis. A series of spot announcements will be used on WLS, Chicago. The spot list will total 10 stations, according to Ros Metzger, radio director of Ruthrauff & Ryan Inc., Chicago, agency handling the account.

White Labs to Place

WHITE LABORATORIES, Newark, during the first week in October will start its annual fall campaign for Feenamint, using five spot announcements weekly for 39 weeks on about 70 stations throughout the country. Wm. Esty & Co., New York, is the agency.

ACTION IS DELAYED ON HAVANA TREATY

ACTION on the Mexican proposal that the terms of the Havana agreement, covering broadcast allocations on the North American continent, be effected by administrative agreement, has been delayed by the absence from Washington of key officials of the State Department, it was learned Aug. 11.

The Mexican proposal, under which the so-called border-stations would be permitted to continue operation, perhaps indefinitely, had received the tacit approval of the FCC, conditionally [BROADCASTING, Aug. 1] and its views had been relayed to the State Department. The outlook was for acceptance of the compromise agreement by the United States, Canada and Cuba, in the hope of effectuating the agreement by Feb. 1.

It is presumed that during the week of Aug. 14, the Department heads will consider the text of a communication to the American Embassy in Mexico City, setting forth the position of this country. Unless there are unforeseen complications, growing out of the border station situation, it is expected this country's position will favor the administrative pact in lieu of the formal treaty, with specific reservations. Indications have been that Canada and Cuba will follow the course of this country.

Western Canada Group Considers Public Domain

A GREATER use of public domain music by Canadian stations, and a discussion of the new regulations concerning political broadcasts and subsidiary networks announced recently by the Canadian Broadcasting Corp. [BROADCASTING, July 15], were the main topics discussed at the convention of the Western Canadian Assn. of Broadcasters in Vancouver, Aug. 3-4.

The convention was attended by 23 broadcasters representing every station from Winnipeg west to Vancouver. Gordon Love, CFCN, Calgary, was re-elected president. The broadcasters were given first hand information on the new CBC policies by Horace Stovin, CBC station relations chief, and the new policies were discussed in detail, with the broadcasters making a number of suggestions. The new regulations met with the approval of most of the broadcasters. Representatives of transcription companies from the West Coast and Canadian station representative firms were in attendance at the convention. Harry Sedgwick, CFRB, Toronto, president of the Canadian Assn. of Broadcasters, attended as a representative of the National organization.

UP Shifts, Adds Stations

F. A. McCABE, business representative for United Press in Atlanta, has been transferred to UP's New York office in the same capacity. He is succeeded in Atlanta by W. F. Danenbarger, formerly UP business representative in El Paso. Recent subscribers to the press service include: WNBC, New Britain, Conn.; WELI, New Haven; KTSW, Emporia, Kan.; KYSM, Mankato, Minn.; WSKB, McComb, Miss.; WSNJ, Bridgeton, N. J.; KHBG, Okmulgee, Okla.; WOLS, Florence, S. C.; KTSA, San Antonio; KRGV, Weslaco, Tex.; KFDA, Amarillo, Tex.; KFYO, Lubbock, Tex.

FCC Organizes Special Staff To Rush Monopoly Report

Funkhouser and Associates Instructed to Devote Full Time to Report; Oct. 1 Set as Deadline

FIXING Oct. 1 as the deadline, the FCC has ordered a newly-created special staff to proceed at full speed on its network-monopoly report covering the six-month inquiry which ended last May.

Acting Chairman Paul A. Walker of the Network-Monopoly Committee on Aug. 3 suddenly called in various department heads and ordered a prompt follow-through. Officials and staff members of each of the FCC departments—legal, engineering and accounting—were instructed to devote full time to the task, and complete it for the Committee's consideration within two months. The staff members will coordinate their activity through S. King Funkhouser, special counsel for the investigation.

Establishing headquarters in the Star Building, across the street from the FCC headquarters in the New Postoffice Building, the special staff has started work. Andrew D. Ring, assistant chief engineer for broadcasting, has detailed several members of his staff to the task. Mr. Funkhouser is being assisted principally by Rosel Hyde, senior attorney. William J. Norfleet, chief accountant, has designated DeQuincy V. Sutton, head accountant, to head the staff handling economic and statistical phases of the report.

At White House

The surge of activity ordered by Commissioner Walker conflicted with an observation also made on Aug. 3 by Frank R. McNinch, who retires Sept. 1 as FCC chairman, as he left the White House. Accompanied by Chairman-designate James L. Fly in a 10-minute visit with the President, Mr. McNinch said the report on the network-monopoly study probably would not be ready for about six months. He said that he and his successor discussed with the President the "unfinished problems" before the FCC, of which the chief one was the network investigation.

It was intimated that the instructions for a fast follow-through on the investigation came from high administration quarters, and did not originate with the FCC, or with Network Committee members. Other members of the Committee, aside from Chairman McNinch, who does not plan to return to the FCC prior to his retirement Sept. 1, and Mr. Walker, are Commissioners Brown and Thompson. The latter sat only during the last few days of the six-month proceedings.

The report will be based on a 2,000,000-word record, aside from some 700 separate exhibits, amassed over a period from November to May. While it is logically presumed the report will be comprehensive, it nevertheless is felt that in order to expedite action, unnecessary detail will be avoided.

The provocative motion of Mutual, through its counsel, Louis G. Caldwell, proposing that the FCC issue what would be tantamount to a temporary injunction to prevent renewals or extensions of existing major network affiliation contracts beyond 1940, was disposed of by the FCC at its final regular meeting July 27. It simply concluded it was unnecessary to act on the motion, later supplemented by pleadings designed to show that NBC and CBS were "freezing" affiliation contracts through new arrangements. A similar position previously was taken by the Committee.

Report to Committee

The specially-constituted investigation staff will submit its proposed report to the Network-Monopoly Committee upon its completion. The Committee then will make its report to the full commission. Whether oral arguments, under FCC procedure, will be in order, prior to the final action of the Commission, remains to be determined.

It is freely predicted the Committee will be disposed to treat fully certain phases of network operation, particularly in connection with network "optioned time" arrangements with affiliates, and the so-called "exclusivity" clauses, which bind affiliates of major networks in such fashion as to prevent them from making contractual agreements with other networks. NBC's dual network operation, maintaining both the Red and the Blue, also came in for lengthy examination and is expected to evoke more than cursory comment.

Because networks, per se, are not subject to FCC direct regulation as licensees, a possible and not unlikely recommendation may be one advocating a change in the statute to license and regulate networks much in the same fashion as stations are licensed. In the final analysis, it is anticipated that there will evolve from the report a series of specific recommendations to Congress for changes in the statute governing broadcasting, as well as proposed new rules and regulations which can be promulgated under the existing law.

Styles in Villains

VILLAIN trend is all wrong, according to Ken Robinson, continuity editor of NBC-Chicago. Simon Legree & Co. now runs a poor ninth to the modern type, a super-mental, high-speed cross between Svengali and Dr. Frankenstein. Yesterday's villain was simple and direct, says Robinson, with a nostalgic sigh.

AT & T Cuts in Private Line Services To Effect Savings for Broadcasters

REVISIONS IN AT&T tariffs covering private line services which will result in savings to users of approximately $1,060,000 a year were announced Aug. 9 coincident with their filing with the FCC. The changes, several of which affect broadcast station operations, become effective Sept. 16.

While a change in the tariff covering channels for program transmission to eliminate turning points in connection with the computation of interexchange channel charges will be effected, it will result in only negligible savings to the industry. Airline mileages will be computed instead of the "turning point" distances, except for the Long Island Sound turning point.

Other reductions deal with Morse service, teletypewriter service, telephone service, and press and Government bulletin news service, all in the private line classes. H. H. Carter, AT&T general commercial manager, estimated the approximate net annual saving to present users of the various services would be $640,000 for private line Morse; $270,000 for private line teletypewriter; $60,000 on press and Government, and $190,000 on private line telephone.

To Avoid Annoyance

The changes, in the main, Mr. Carter stated, "are intended to eliminate methods of charging for private line channels which have resulted in difficulties of administration and have proven to be a source of annoyance to our customers. In addition reductions in the charge for teletypewriter machines are being made.

"Among the more important administrative difficulties being eliminated are two: (1) the placing of the mileage rates for Morse and full period telephone private line services on an airplane rather than, as at present, a railroad mileage basis, and the elimination of the so-called 'established charges' between certain cities, and (2) the establishment of comparable mileage rates for similar types of private line telegraph channels for corresponding periods of use. There are other relatively minor adjustments included in the above filings, all tending to simplify and improve the rate structure."

Mr. Carter said a recent review of all customers' bills affected by the changes indicate that 97% will receive reductions in total charges, and some 14 customers, constituting the remaining 3%, will receive small increases. Nearly one-half of these increases are less than $10 per month, he explained. The elimination of the "established charges" is associated with the five largest increases. He said the company did not anticipate serious objection from customers affected by the increases.

Leeming to Use 70

THOMAS LEEMING & Co., New York, will start a fall campaign for Baume Bengue during the first week in October, using five spot announcements weekly for 27 weeks on 70 stations throughout the country. Wm. Esty & Co., New York, handles the account.

Permanent Setup Sought for IRNA

Independents to Talk Over Plans at Chicago Meeting

PROPOSAL to establish Independent Radio Network Affiliates as a permanent organization, separately financed but remaining under the aegis of NAB, will be considered at a special convention called in Chicago Sept. 14—a day preceding the special copyright convention of NAB.

Called by Samuel R. Rosenbaum, IRNA chairman, the convention will be asked to consider proposed bylaws under which the group would be established to carry on specifically prescribed functions. Advisability of retaining a paid executive and staff in New York also will be advanced. Assessment of dues designed to yield upwards of $30,000 annually from affiliates has been discussed and probably will be projected to the membership.

To Pay Own Way

Because the basic problems of affiliates involve contractual relations with networks, it was concluded that IRNA expenses should not be paid by NAB, as in the past, since networks themselves are important contributing members to the major trade group. If the permanent reorganization is decided upon, it is presumed NAB will be reimbursed for past IRNA expenses.

The IRNA convention tentatively has been set for the Edgewater Beach Hotel, but if NAB decides to change its convention call on copyright to a downtown hotel, IRNA also will shift. The IRNA executive committee has been called for a session in Chicago on Sept. 13—a day preceding its own convention call.

At a meeting of the organizing committee in New York Aug. 1, held pursuant to action of the IRNA meeting in conjunction with the NAB convention in Atlantic City last month, the proposed bylaws were drafted in basic form. They were referred by Chairman Rosenbaum to John A. Kennedy, WCHS, Charleston, W. Va., a committee member, for polishing prior to circularization among the network affiliates. Other organizing committee members present include John Shepard 3d, Yankee Network; Paul W. Morency, WTIC, Hartford; Arthur B. Church, KMBC, Kansas City; Walter J. Damm, WTMJ, Milwaukee; H. K. Carpenter, WHK-WCLE, Cleveland.

The reorganization plan provides for selection of a new slate of officers and board of directors for IRNA. Mr. Rosenbaum was re-elected unanimously by the Atlantic City meeting, to serve until the reorganization.

The Shadow Returns

DELAWARE, Lackawanna & Western Coal Co., New York, will return *The Shadow* to 15 MBS stations on Sept. 24 for another season, broadcast Sundays from 5:30 to 6 p. m. Bill Johnstone, veteran radio actor, will again portray the title role, originally played by Orson Welles. Ruthrauff & Ryan, New York, handles the account.

Sales Successes of Chain Drug Stores

New York Units in the Black Since Liggett Adopted Radio

By WALTER J. NEFF

President, Neff-Rogow Inc., Advertising, New York

OUR FIRST six-month contract with Phil Cook, to advertise the products and service of the Liggett Drug Co. on his *Morning Almanac* over WABC, New York, has recently been extended to a full year. BROADCASTING has asked us to comment on our use of this program, and we now feel ready to answer. Questions have been raised under three headings: Why we use the *Morning Almanac*; how we use it; and what results we've obtained. Let's answer them in order.

Mr. Neff

Why We Use "Almanac"

Liggett Drug Co. operates 135 stores in the New York metropolitan area. It was necessary to discover the program and the station which would most effectively reach a listening audience in each and every one of the areas in which a Liggett store was located. Hence we combined an intensive study of available programs with a study of local station audience data, to find the right vehicle for Liggett.

It didn't take long to discover that Phil Cook's *Morning Almanac* was the program for which we were looking. Detailed audience studies made in and around New York during 1937 and 1938, showed a steady advance in listeners for this show, which was on WABC for 45-minutes six days a week. Our assumption in this case, of course, was that this advance would continue when Cook was pushing Liggett's products. In other words, we were climbing on a bandwagon which had not yet gained full speed. Subsequent surveys have revealed that the accelerator is still in pace.

We felt the genial informality of Cook and his variety entertainment, stressing a quality which is representative of Liggett's store managers and employes, would not only please the audience we wanted to reach, but create a large share of good will toward both the program and Liggett's. Here again our belief has been confirmed.

Therefore we found ourselves pleased with the WABC audience, and pleased with the show which reached this audience. Accordingly Mr. Cook and his "family" began advertising Liggett Drug Stores, from 7:30-7:45 a.m., Mondays, Wednesdays and Fridays. That began on Jan. 16, and he's been selling them ever since. Under our present contract, Cook will be selling Liggett's through Jan. 12, 1940.

How We Use the "Almanac"

Liggett has operated stores in the Metropolitan New York area for 35 years. During this period the firm has used the usual retail advertising media: Newspapers, door-to-door circulars, point-of-sale displays. Since Liggett sells an almost infinite number of items in its stores, the problem of adapting them to radio advertising presented considerable difficulty.

Obviously we couldn't advertise the entire list. We had to devise a formula which would get results in the few precious minutes of direct advertising copy on our program.

Then we hit on a scheme which was to prove extremely successful. We decided the advertising should stress *three* appeals: Institutional, personal, and special.

Here's how we did it. First, in the introduction, the soundness and service of Liggett's throughout the nation was emphasized. Shifting from this, we featured a store manager and his soda clerk, in this fashion: "This store is managed by Arthur A. Caddigan, a registered pharmacist and a 22-year Liggett man. Arthur used to be a top second baseman at college and he says he'll make a home run every time with the most difficult prescription you can send his way."

Then we continue: "That good looking chap who has charge of the soda fountain is James J. Varnes . . . who also loves baseball . . . but can play the drum to beat the band!"

Thus we gave our listeners an institutional and a personal appeal on our program. This was followed by the "special": "Why not have that cholocate fudge peanut ice cream sundae . . . with whipped cream . . . which is being featured at Liggett's today . . . as dessert? It's only 15 cents . . . and will top off the other food perfectly."

With this form of advertising we could not only move a particular "special", but tempt the audience to try what came before it; in this case, a full-course lunch.

Results Obtained

Both in general and in particular the results of the Phil Cook *Almanac* on WABC have been remarkably successful. In the first place, since the program went on the air less than seven months ago, *every* Liggett store in the metropolitan area, has become firmly established in the black! And this record was achieved in spite of very poor spring weather, which hampered the sale of fountain items, which mean substantial profit to Liggett.

Secondly, the reaction to the "specials" which were mentioned on the program (just *once*, remember) was overwhelming. On the first broadcast, the radio special was chicken chow mein, and *four times the normal amount* was sold at the Liggett soda fountains that day! Since that time, radio specials draw anywhere between *three* to *ten* times the normal amount, which leaves no doubt as to the pulling power of Phil Cook and his show. Liggett fountain clerks have many times reported new customers, who say Cook was the fellow that drew them there.

All this showed that Cook's personal remarks about various Liggett stores and their employes bring results with the audience, who go around to their neighborhood Liggett store, not only to get acquainted but often to check up and see if what Cook said about the men was right. Why, after a while, the store manager becomes a neighborhood celebrity!

A final important advantage which we have derived from this program lies in its power to draw people to the stores, ostensibly to buy the radio special, but usually ready to purchase more. For example, if the listener is persuaded to visit a shoe store, he can *only* buy shoes. But because of the vast quantity of products which Liggett's handles, once the listener has heeded Mr. Cook's advice, and dropped in for a hot fudge sundae, he is available for sales in many other departments. And so a whole new line of customers have been born; drawn to Liggett's by Phil Cook and a fountain special advertised on his *Almanac*, and kept there by the quality and superiority of the company and its stores.

Peoples Stores Go to the People

Clerk and Customer Main Actors in Store Drama

By A. L. MERRILL

Radio Advertising Manager
Peoples Drug Stores Inc.
Washington, D. C.

THE finest of all Peoples Drug Stores, on the corner of 11th and G Streets, Northwest, in the heart of the Capitol City's shopping district, enjoys the distinction of housing the only broadcasting studio in American which has for its location the Grill Room of a drug store.

Mr. Merrill

This studio, called Station PDS, though smaller in size than the average, is patterned after the usual studios to be found in broadcasting stations throughout the country. Its outside design is somewhat modernistic in appearance. Inside, it might be compared, except for its mechanical equipment, to the living room in a modern home.

Equipped with an elaborate public address system, Station PDS is operated by a capable announcer from 11 a.m. until 7 p.m. every weekday. The best of the radio programs, especially those sponsored by drug store products, are taken off the air and amplified by this p.a. system to be heard on several built-in loud speakers located throughout the store. When suitable programs are not available, choice recordings are offered for the patrons of this store. Customers are allowed to request the musical numbers they prefer to hear. The correct time, weather forecasts, and very short commercial announcements concerning sales and specially-priced merchandise, are given at regular intervals by Jim Williams, "Your Peoples Announcer". At one time, radio lines also carried these features to loudspeakers located in two other downtown Peoples Drug Stores.

Special Programs

Besides the regular offerings from Station PDS, special programs have been occasionally arranged for customers who frequent the store and the Radio Grill. At one time, a Hammond electric organ was installed and regular concerts were given. On another occasion a seven-piece, all-girl band, entertained. Still another attraction offered was the "Singing Porter" a colored entertainer who sang and played the piano remarkably well.

While the various features thus far mentioned have been heard only in the store, "Station PDS" has also been the scene for many stunt or special broadcasts heard over

(*Continued on page 58*)

SNAPSHOTS like this are widely distributed by Peoples Drug Stores, to promote the *Station PDS Presents* program on WMAL, Washington, announced by Lee Everett (above).

We Had a Picnic!

FOR 65,000 PEOPLE

Between 60,000 and 65,000 persons jammed Forest Park at Noblesville, Indiana, according to State Police estimates, for WLS' all-state Indiana family picnic on Sunday, July 30. The picnic was promoted by WLS. Why did they come? They wanted to see and hear Dr. John Holland, Henry Burr and the dozen stars of the WLS National Barn Dance who staged a free show.

Such listener loyalty and interest is the reason WLS gets results for advertisers.

WLS CHICAGO

Burridge D. Butler, *President*
Glenn Snyder, *Manager*

Represented by JOHN BLAIR & CO.

New York, Chicago, Detroit, Los Angeles, San Francisco

B-S-H Again Tops Agency Bookings

FIFTEEN advertising agencies purchased $28,750,353 worth of time on the nationwide networks for their clients during the first half of 1939, amounting to 69.8% of all time sold by these networks during that period. Blackett-Sample-Hummert, as usual, was first among the agencies in time purchases, accounting for $5,198,992. While the leading agencies remain leaders years after year, the placement for the first six months of 1939 is somewhat changed from that of the year 1938.

J. Walter Thompson Co., in second place for last year, drops back to third for the six-month period of 1939, Young & Rubicam at the same time moving into second. Biggest advance was made by Arthur Kudner, which was 24th in agency ranking for last year but 14th for the first half of this year.

Complete tabulation of the expenditures for network time of the leading 15 agencies, as compiled by the CBS Statistical Department, follows:

Blackett-Sample-Hummert	$5,198,992
Young & Rubicam	3,571,864
J. Walter Thompson Co.	3,494,795
Ruthrauff & Ryan	2,562,585
Benton & Bowles	2,536,009
Lord & Thomas	2,098,725
Compton Adv.	1,838,210
BBDO	1,366,950
Pedlar & Ryan	1,317,086
Ward Wheelock Co.	1,217,063
H. W. Kastor & Sons Adv. Co.	836,281
Newell-Emmett Co.	725,687
Lennen & Mitchell	705,189
Arthur Kudner	651,207
Wm. Esty & Co.	629,710
TOTAL	$28,750,353

Cowles Interests Buy Minneapolis Journal

THE COWLES newspaper-radio interests of Des Moines on Aug. 1 acquired the 61-year-old *Minneapolis Journal* and combined it with their *Minneapolis Star*, publishing the newspaper in the evening and Sunday as the *Star-Journal*. John Cowles, president of the Minneapolis Star Co., negotiated the purchase and merger. He has headed the *Star* since it was acquired by his family in 1934.

Gardner Cowles Jr., a brother, supervises the radio properties of the Cowles group, which includes KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D. The other publishing properties are the *Des Moines Register & Tribune* and *Look* Magazine.

Testing for Q-9

WHITE ROCK MINERAL SPRINGS Co., New York, is sponsoring three quarter-hour *Miniature Concerts* of recorded music on WQXR, New York, each week in a test radio campaign for Q-9, a new quinine tonic beverage. No further broadcasting is planned at the moment, according to Newell-Emmett Co., New York, agency for the account.

RCA board of directors, at its regular meeting on July 28, voted a quarterly dividend of 87½ cents a share on all outstanding RCA Cumulative Convertible First Preferred stock and a quarterly dividend of $1.25 a share on all outstanding "B" Preferred. Dividends, covering the period from July 1 to Sept. 30, will be paid Sept. 30 to stockholders of record at close of business Sept. 8.

Networks Continue Increase in Billings As July Figures Record Jump of 10.7%

SWINGING into the second half of 1939 with undiminished vigor, the national networks together reported gross billings of $5,812,091 for the month of July, a rise of 29.4% over the $4,493,175 billed for the same month last year. For each network the month was the best July so far. Cumulative billings for these coast-to-coast networks for the year to date total $46,988,236, a figure 10.7% ahead of that for the first seven months of 1938, when the total was $42,441,583.

Biggest increase in comparison with the same month a year ago was made by CBS, which showed a gain of nearly $1,000,000, or 69.1%. It should be explained, however, that July 1938 was the lowest month for CBS in the two-year period of 1937-38, so that the contrast with this July is unusually great. For the year to date, CBS cumulative billings add up to $19,264,926, showing a 13.7% increase over the billings of $16,949,912 for the like period of 1938.

Mutual, which in July showed an increase over the same month of the previous year for the 15th consecutive month, had a gain of 29.6%, only slightly higher for July than for the entire seven months of 1939 over 1938. Cumulative billings for this year total $1,840,818, beating by 21.9% the $1,509,287 gross MBS billings for the same part of 1938.

NBC, with a gain of 11% for the month, has a 7.9% gain for the seven-month period. 1939 billings so far total $25,882,492, as compared with $23,982,384 for the same part of last year. Broken down into the two NBC networks, July billings were $2,601,696 for the Red network and $681,859 for the Blue. For the year to date Red billings total $19,835,843; Blue billings total $6,046,649.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108

CALLING MARS was a stunt on WOR, Newark, the night of July 27, when the red planet was only 36,000,000 miles from the earth, nearest in 15 years. Charles Singer, WOR transmitter chief, flashes the code signal while Dr. Clyde Fisher, curator of Hayden Planetarium (right), looks on and Dave Driscoll, special features announcer, tells the listening audience all about the experiment. Idea was to beam a signal straight at Mars, which would reflect it back to earth and WOR's receivers, but it evidently got sidetracked in the heavens, for after Mr. Singer sent it out, nothing more was heard of it.

NBC Earnings Factor In RCA Half-Year Gain

THAT the NBC networks continue to be a major factor in RCA's income is again disclosed in the six-month income statement for the period ending June 30, just released by David Sarnoff, RCA president and NBC board chairman. Although RCA does not break down its consolidated statement to show the income and profit of its subsidiaries, the RCA's gross income from all sources for the first six months of this year was disclosed as $48,290,112 as compared with $45,254,304 for the same period last year.

During the first six months of this year the NBC networks showed gross time sales totaling $22,598,937 as compared with $21,023,674 for the same period last year [BROADCASTING, July 15].

RCA's net profit for the first six months of this year were $2,172,201, compared with $2,524,756 for the same period last year. Earnings per share of common stock for the six-month period were $.04, compared with $.066.

NBC Keys Expand

COMBINED billings of WEAF and WJZ, New York key stations of NBC's Red and Blue networks, respectively, for July 1939 were 94% higher than for the same month of 1938, NBC reports. June billings were 71.8% above June 1938. These gains are due, the network explains, to policy changes that now permit advertisers to use transcriptions up to 10 a.m. and to purchase 50-word announcements before 8 a.m., and to the establishment of *Woman of Tomorrow*, participation program, on WJZ.

HALF-YEAR PROFIT OF CBS INCREASES

CBS earned a net profit of $2,771,891.84 for the first six months of 1939, according to a consolidated income statement issued by the network Aug. 2, following a board of directors meeting at which a cash dividend of 45 cents was declared for each outstanding share of Class A and Class B stock of $2.50 par value. Dividend is payable Sept. 8 to stockholders of record Aug. 25.

Profit for the six months period equaled $1.62 per share of stock, 7.3% above the $1.51 per share earnings for the first half of 1938. Gross income for the first 26 weeks of 1939 was $20,129,210.56, a gain of 9.8% over the gross income of $18,334,605.42 for the like period of 1938. Full statement follows:

	Six Months Ended July 2, 1938 (26 weeks)	Six Months Ended July 1, 1939 (26 weeks)
Gross Income from sale of facilities, talent and wires	$18,334,605.42	$20,129,210.56
Less: Time discounts and agency commissions	5,269,913.37	6,005,959.73
	$13,064,692.05	$14,123,250.83
Deduct:		
Operating expenses	$ 6,855,215.04	$ 7,463,912.98
Selling, general and administrative expenses	2,820,687.68	3,034,928.43
	9,675,902.72	10,498,841.41
Net Income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 3,388,789.33	$ 3,624,409.42
Less:		
Interest	$ 24,830.92	$ 25,706.10
Depreciation	292,722.09	303,988.93
Federal income taxes	560,210.66	618,510.97
	877,763.67	948,206.00
	$ 2,511,025.66	$ 2,676,203.42
Add:		
Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities	67,166.35	95,688.42
NET PROFIT FOR THE PERIOD	$ 2,578,192.01	$ 2,771,891.84
EARNINGS PER SHARE	$ 1.51	$ 1.62

(Calculated upon the 1,708,723 shares of $2.50 par value stock either outstanding at July 1, 1939, or to the outstanding upon completion of exchange of old $5.00 par value stock.)

Sunkist on 31

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges and lemons), a heavy user of radio time, through Lord & Thomas, that city, on Oct. 30 starts for 52 weeks, a thrice-weekly quarter-hour on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Type of program and talent to be utilized has not been revealed. The series will be produced under direction of James Fonda. This will be the first time in several years the sponsor has utilized network time, and represents an important departure on the part of a West Coast advertiser. Transcribed shows and announcements have been used in recent years by the Exchange for its various products.

A Full-Time Network

Current figures show Michigan Radio Network operating a weekly total of 119 hours—27½ hours sponsored and 81½ sustaining.

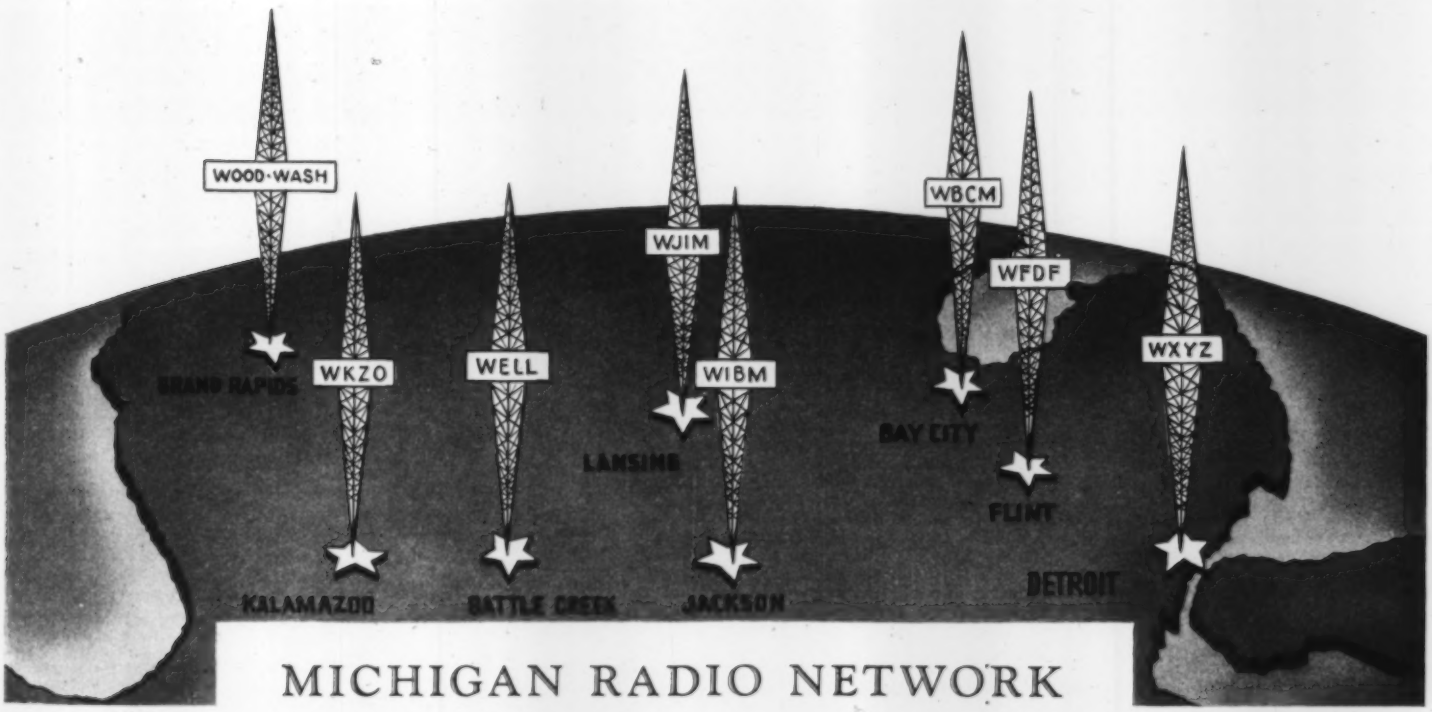
From early morning until midnight, Key Station WXYZ supplies its seven affiliates with a steady flow of modern entertainment.

Part of this entertainment comes direct from NBC Blue. But such features as news, Lone Ranger, Green Hornet, the Tiger ball game and many others originate in key station studios.

Here, Mr. Time Buyer is a real network—six years in full time operation, using only Class A lines—reversible, too—and with the only actual primary coverage of Michigan's eight population centers.

Let us plan with you for best results over Michigan Radio Network. Write!

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT



MICHIGAN RADIO NETWORK

FCC Authorizes Fulltime Regional In Akron on 1530

Locals for Sault Ste. Marie And Yuma Also Are Granted

THE FIRST new fulltime regional station to be authorized in the last 13 months was granted Summit Radio Corp., Akron, O., in a decision of the FCC Aug. 8 in which it reconsidered a denial of last May 11 and issued a construction permit for 1,000 watts on 1530 kc., effective Aug. 15. On the same day the Commission authorized new locals in Yuma, Ariz., and Sault Ste. Marie, Mich., and issued proposed findings approving a new station in Ashland, Wis.

Although the Commission thus far this year has authorized a total of 37 new stations, and issued proposed findings approving about a half-dozen more which must be finally acted upon later, all have been local low power outlets with the exception of an occasional daytime regional grant.

The last new fulltime regional to be granted was on July 1, 1938, when the FCC authorized KWFT, Wichita Falls, Tex., which began operating last month with 250 watts nignt and 1 kw. day on 620 kc.

The new station in Akron will be headed by S. Bernard Berk, local attorney and electrical appliance shop owner, who will be president of the company and owner of 12 out of 250 authorized shares of stock. His wife will be secretary, holding 50 shares. Other stockholders are Lily G. Mendelsohn, of Cleveland, sister of Mrs. Berk, 50 shares; Mary M. Harvey, wife of a local judge, 64 shares; David Kyman, Cleveland, 66 shares; Donald Gottwald, Akron attorney, 5 shares.

New Yuma Station

The new station in Yuma was granted without hearing to Yuma Broadcasting Co., and was authorized to use 100 watts night and 250 day on 1210 kc. Stockholders are KTAR Broadcasting Co., operator of KTAR, Phoenix, and KVOA, Tucson, 45%; John H. Huber, local jeweler, president of the corporation, 15%; R. N. Campbell, attorney, vice-president and treasurer, 25%; D. Morgan Campbell, attorney, secretary, 15%.

The Yuma grant was made despite the fact that a hearing has been scheduled for Sept. 25 on the application of E. B. Sturdivant, manager of KUMA, Yuma local, seeking the present facilities of KUMA, which was ordered to forfeit its license several months ago because of alleged misstatements to the Commission relative to ownership. KUMA at present is operating on a temporary license pending hearing.

Soo, Mich. and Ashland, Wis.

The Sault Ste. Marie grant was to Hiawathaland Broadcasting Co., authorized to use 100 watts night and 250 day on 1200 kc. Officers and stockholders are Vernon W. Arkins, local insurance agent, president, 65%; George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer, 33%; Sherwin M. Overholt, wholesale baker, 2%.

The proposed findings approving a new station in Ashland, Wis., which is the equivalent of a grant unless objections are raised, authorizes construction by WJMS Inc. of a fulltime 100 watter on 1370 kc. WJMS Inc. is also the licensee of WJMS, Ironwood, Mich., which is controlled by William L. Johnson, of Escanaba, Mich., president, Upper Peninsula manager for the Michigan Liquor Control Commission, and N. C. Ruddell, manager of WJMS. A member of its board and a stockholder also is Frank E. Hook, Congressman from the 12th Michigan district.

DIXIE CLIPPER Transatlantic passengers Aug. 2 included Frank E. Mason, NBC vice-president in charge of the international division and information department, and Mrs. Mason, who will combine business with pleasure during a six-week vacation. While touring England, France, Germany and Italy, Mr. Mason will study reception characteristics of American shortwave programs.

Food Firm Holds Time

WHEN Standard Brands Inc., New York, and Rudy Vallee dissolve their 10-year relationship, following the Sept. 28 broadcast, the firm will retain the Thursday night NBC-Red network time, substituting a new Hollywood originating show for Royal Gelatin and Fleischmann's Yeast, with J. Walter Thompson Co. producing. New program will continue to be heard Thursday, 7-8 p.m. (EST).

Three Greenvilles

LUCKY is the town named Greenville, for two of them got CP's in recent weeks for new local stations, namely, the North Carolina and the Mississippi Greenvilles. There is already a station in Greenville, S. C. The former 50-watt local in Greenville, Tex., however, last year lost its license.

Call Letters Assigned

CALL letters have been assigned by the FCC to most of the 11 new stations authorized for construction July 12-13 [BROADCASTING, July 15] and the five new stations authorized July 26-27 [BROADCASTING, Aug. 1]. In the former group calls have been assigned as follows: WSPB, Sarasota, Fla.; WMGA, Moultrie, Ga.; WESX, Salem, Mass.; KHAS, Hastings, Neb.; WFIG, Sumter, N. C.; KVIC, Victoria, Tex.; KWBD, Plainview, Tex. In the latter group the calls thus far issued are KWFC, Hot Springs, Ark.; WJPF, Herrin, Ill.; WJPR, Greenville, Miss.; WHUB, Cookeville, Tenn. Call letters of the new station at Panama City, Fla., authorized June 27, will be WRSR.

13 Stations Get 250 w. Night Power; WXYZ and WTAG Granted 5kw. Day

THIRTEEN local stations were authorized Aug. 8 by the FCC to increase their night power from 100 to 250 watts in the first grants under the new rules and regulations, which became effective Aug. 1. The horizontal increases are the forerunners of many others contemplated, upon proper application, for local stations as well as for regionals in the new station classifications.

The FCC authorized WXYZ, Detroit, and WTAG, Worcester, to increase their day powers from 1,000 to 5,000 watts. No action was taken on pending applications from regional stations to increase night powers to 5,000 watts under the new rules. It is expected such grants will be held in abeyance until the next FCC meeting, not yet scheduled, or possibly until the full FCC reconvenes on Sept. 5.

WXYZ, key station of the Michigan Network, and an NBC Blue outlet, was authorized to move its transmitter locally, install new equipment and a vertical radiator and increase its power to the day regional maximum on 1240 kc. WTAG, NBC-Red and Yankee outlet, received a similar authorization except that it will not relocate its transmitter. It operates on 580 kc.

Local stations granted the initial power increases to 250 watts at night are: WHAI, Greenfield, Mass.; WJLS, Beckley, W. Va.; WLVA, Lynchburg, Va.; WBLK, Clarksburg, W. Va.; KTOK, Oklahoma City; WACO, Waco, Tex., WLAK, Lakeland, Fla.; WSJS, Winston-Salem, N. C.; WLBC, Muncie, Ind.; WEMP, Milwaukee; WCLO, Janesville, Wis.; WSBC, Chicago; WEBR, Buffalo.

In proposed findings Aug. 8, the FCC announced it would deny the application of WMBR, Jacksonville, for a change in frequency from 1370 to 1120 kc., and an increase in power from 100 watts night, and 250 watts day to 500 watts night and 1000 watts day unlimited time.

Louisville Denials

In a similar action, the FCC announced it proposed to deny the application of WGRC, New Albany, Ind., to shift from 1370 to 880 kc., with 250 watts unlimited time instead of 250 watts daytime only, as well as the application of Gateway Broadcasting Co., Louisville, for a new station on 880 kc. with 500 watts unlimited time. It stated that WGRC and the proposed Gateway station would be limited in coverage and would not render primary service to the metropolitan district of Louisville, contrary to allocation principles.

Under FCC procedure, all parties in cases in which proposed findings are issued have 20 days within which to file exceptions and request oral arguments on the proposed reports.

Adoption of its final order granting WALA, Mobile, a construction permit to increase its night power from 500 to 1,000 watts, install a vertical radiator and move its transmitter site locally, also was announced, effective Aug. 9.

WPEN Transfer Approved by FCC

Sale of KHBG, Okmulgee, and WSAV, Savannah, Granted

THREE transfers of ownership of broadcasting stations were authorized by the FCC Aug. 8, permitting new owners to take over WPEN, Philadelphia; KHBG, Okmulgee, Okla., and WSAV, Savannah, Ga.

WPEN was transferred from the estate of the late John Iraci, onetime owner also of WOV, New York, to Arde Bulova, New York watch manufacturer and broadcast station owner who last year also purchased WOV. The FCC decision authorized transfer of the remaining 60% stock in WPEN to Mr. Bulova for $160,000, giving him full ownership. WPEN operates fulltime with 1,000 watts on 920 kc.

Okmulgee Transfer

KHBG has been acquired by new owners in a deal whereby each of the present four shareholders transfers his stock for $100 per share to four other persons. Application for the transfer was made late in July [BROADCASTING, Aug. 1] and the transfer of the 100-watt daytime station on 1210 kc. was granted without a hearing. The new owners are Mrs. Paschal Buford, sales manager of the station and wife of the manager, 41 shares; Sam W. Ross, vice-president of Premier Oil Co. and bank director, 25 shares; Mrs. S. P. Ross, 16 shares; Paschel Buford, 10 shares.

Also granted without hearing was the application of Arthur Lucas, holding a construction permit to build WSAV in Savannah, using 100 watts on 1310 kc., to transfer part of his holdings in the company. Mr. Lucas, owner of a chain of Georgia theaters and part owner of WRDW, Augusta, retains 151 shares in WSAV Inc., and assigns 119 shares to Harben Daniel, commercial manager of WSM, Nashville, and 30 shares to Aaron Shelton, WSM engineer.

In another routine decision the Commission authorized the assignment of WMBI, Chicago, from a company known as the Moody Bible Institute Radio Station to the Moody Bible Institue of Chicago.

New KDRO at Sedalia

AUTHORIZED for construction last April, the new KDRO, Sedalia, Mo., 100 watts night and 250 day on 1500 kc., will begin operation early in September, according to Robert A. Drohlich, who will manage the station and who is its co-owner with his brother, Albert S. Drohlich. The latter will be in charge of sales promotion, and a staff of 16 has been employed, including C. Laverne Omer, formerly with WREN, Lawrence, Kan., chief engineer; Randall Jessee, former manager of KWOC, Poplar Bluff, Mo., program director, and Sam Booth, formerly with WJEJ, Hagerstown, Md., commercial manager. RCA equipment is being installed throughout with a 164-foot Truscon vertical radiator.

R. EARLY WILLSON, part owner of KABC, San Antonio, in partnership with Earl Cullum, Dallas consulting engineer, and T. W. Davis, has applied to the FCC for a new local station in Dallas to operate on 1370 kc.

KVOO recording artists

★ ★ ★ ★

BOB WILLS AND HIS TEXAS PLAYBOYS

Brunswick and Vocalion Records. Five years with KVOO, 6 half hours weekly for Playboy Flour.

★ ★ ★ ★

RAY WHITLEY AND COMPANY

RKO Pictures. World Broadcasting System, Decca Records and American Record Corporation. 8 years with Madison Square Garden Rodeo. KVOO Saddle Mountain Roundup.

★ ★ ★ ★

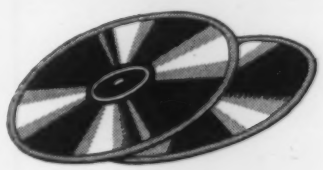
HERALD GOODMAN— TENNESSEE VALLEY BOYS

RCA-Victor and Bluebird Records; Brunswick and Vocalion Records; Gennett Laboratories; N. Y. Recording Laboratory. NBC, CBS, WSM Grand Ole Opry and KVOO Saddle Mountain Roundup.

★ ★ ★ ★

ROWDY WRIGHT AND HIS JOLLY COWBOYS

American Record Corporation. NBC, CBS, Don Lee Network and KVOO Saddle Mountain Roundup.



These headliners, regular KVOO talent, are in demand with recording companies and folks who have bought approximately 250,000 of their records!

They are surrounded by other KVOO artists who are making records in popularity on Oklahoma's most powerful station!

KVOO offers outstanding local talent plus the choice of both Red and Blue NBC Network programs. This explains the tremendous popularity of Oklahoma's most powerful station. KVOO blankets a 75-mile radius around Tulsa which contains 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. Cover Oklahoma's greatest market with KVOO!

Unlimited Time

25,000 WATTS BOTH NBC NETWORKS

EDWARD PETRY AND COMPANY

National Representatives

How Stations Will Have to Devise Program Logs to

Studio used..... Station identification and announcement texts (See Column 4): Code (1).....

(All time shown is to be local time of the studio for whose programs this log is prepared (see columns 5 and 6)). Check the time belt in which operated..... Eastern ( ), Central ( ),

Announcer..... on..... M.; Announcer..... on..... M.;

Announcer..... off..... M.; Announcer..... off..... M.;

Line Number	(1) Name of commercial time user (by which introduced or announced) or (2) Name of producer of sustaining broadcast (network, hook-up group, or station)	(1) Principal performer (if personal rendition) (2) Identity of recording (if mechanical rendition)	Station identification		Time of beginning the broadcast		Time devoted to each source of production						Line Number
							Chain broadcast (network and hook-up)		Local broadcast (includes programs produced for chains but only if also broadcast locally)		Total broadcast time (Cols. 7-8 plus Cols. 9-10)		
			Time	Code	A.M.	P.M.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	
	(1) (Forwarded)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	
1													1
2													2
3													3
4													4
	* * *	* * *	*	*	*	*	*	*	*	*	*	*	
	* * *	* * *	*	*	*	*	*	*	*	*	*	*	
48													48
49													49
50													50
						(Forward) Total							

(*) **Major type code (Col. 13):** **Minor group code (Col. 14):**

A (Music)..... 1 (Serious); 2 (Light); 3 (Popular); 4 (Other).
B (Drama)..... 1 (General drama); 2 (Comedy plots); 3 (Drama for children); 4 (Other drama types).
C (Variety)..... (No minor type groups).
D (Talks and discussions)..... 1 (Social and economic); 2 (Literature, history, general culture); 3 (Household and other subjects of special interest to women); 4 (Farm management and other subjects of special interest to farmers); 5 (Political); 6 (Other talks and discussions).

WBAX REVOCATION ORDERED BY FCC

A THIRD revocation order, issued pursuant to the recently established FCC policy of taking direct action in extreme cases, was announced Aug. 8 by the FCC in citing WBAX, Wilkes-Barre, Pa., to show cause why its license should not be revoked because of "circumstances in re management and control of station". Notice was served on John H. Stenger Jr., licensee, and is understood to grow out of a lease arrangement under which Glenn D. Gillett, Washington consulting engineer, seeks to clear up his financial interest in the station.

In another action Aug. 8 the FCC announced it had dismissed the application of Mr. Stenger, and of the assignor, Stenger Broadcasting Corp., for transfer of the license because the application does not meet the requirements of the rules of the Commission "in that it is not executed by both the assignor and the assignee." "The assignor refuses to sign said application", the FCC stated.

A show cause revocation order was issued earlier this year against KUMA, Yuma, Ariz., and has been set for hearing Sept. 25 in Yuma before Commissioner Norman S. Case. Last month the FCC issued a similar order in the case of WLTH, Brooklyn, cited because of alleged failure to heed instructions relating to equipment essential to avoid interference with Coast Guard radio operations.

TELEVISION demonstrations by RCA are to be a feature of the Canadian National Exposition in Toronto Aug. 25 to Sept. 9.

WHAT NEW LOG RULE MEANS

CONFUSION among stations as to how they can comply with the requirements of the FCC which became effective Aug. 1, governing maintenance of program logs, may be relieved to some extent by the guide shown above. Though there has been a storm of protest from stations because of the infinite detail required, the rule nevertheless is now effective, and until there is some official modification, stations must be in a position to show the data required by the rule.

The rule (*3.90*), under paragraph *a* (*2*), specifies that an entry shall be made briefly describing each program broadcast, such as "music", "drama", "speech" etc., together with the name or title thereof, and the sponsor's name, with the time of beginning and ending. It also requires that, if a mechanical record is used, the entry shall show the exact nature thereof such as "record", "transcription" etc., together with the name or title of each, and the time it is announced as a mechanical record.

The form shown herewith is suggested only as a guide, which will supply the information now required by the Commission. Though it is not an official document, it nevertheless follows the views of that agency. Any variation of it, supplying equivalent data, it is assumed, will serve the FCC's purpose.

The FCC has not published or authorized a standard form of log, concluding that stations should be left to their own devices to supply the data. While BROADCASTING feels the log requirements are unreasonable because of the hardship imposed on all stations, principally smaller stations which may find it necessary to add personnel for the purpose, it publishes this sample in the hope that it may help stations in devising a log to meet the requirements. It procured the advice of the FCC in connection with the log requirements.

In addition to the announcement requirements under *3.90* (*a*) (*2*), which is the principal rule, that required under paragraph (1) specifies an entry of the time each station identification announcement (call letters and location) is made. Provision is made in the log, shown herewith, for this notation, through the use of an appropriate code which will denote the exact expression used.

Sponsor Identification

The program log, under paragraph (3), requires: "An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor". This has caused consternation because of the effect it may have on participating programs, spot and station-break announcements. The question of possible new styling of such announcements, wherein the actual name of the sponsor will be used has arisen in the past [BROADCASTING, June 1] but there has been no actual test of the requirement.

In the sample log depicted herewith, the first two columns only identify the program. This is to be answered by supplying the name used in the announcement, such as "Jell-O Hour—Jack Benny"; "Sun Dial — Jack Adams"; or "Sports Review" — (name of commentator)". In this same column, the title of every record or transcription performed must be shown. This need not give the actual title. It will be sufficient to list the manufacturer's catalog number, or the station's library number, or any notation that will enable the station at a later date to furnish the designation of the recording.

Infinite Detail Required

The second column yields the source of production (such as CBS, NBC, MBS, regional network, or local or remote studio). The time of beginning each broadcast period is to be noted, according to A.M. or P.M. designation. In the case of records or announcements, the beginning time of the broadcast will be construed as the time of starting the record or of making the announcement.

Called for next is the total time in the program taken from networks, shown in hours and minutes; the total of all other time to be shown in the "local" column. Simultaneously, the total of each of these items goes into the "commercial" or "sustaining" columns. The next adjacent columns will show the methods of rendition. These will denote the number of minutes for each bracket, such as live talent, records, transcriptions and announcements, regardless of whether they are local or from a

XUM

Comply With New FCC Regulation — *See Editorial, Page 40*

Code (2)..... Code (3)..... Code (4).....

Mountain ( ), Pacific ( ), Standard ( ), Daylight Saving ( ). Sheet..... Date..... Year 19.....

Announcer..... on..... M.

Announcer..... off..... M.

Line Number	(*) Description of each type of matter broadcast		Total broadcast time (Cols. 15 to 18, incl. must equal Cols. 11 and 12				Time devoted to each method of program rendition (Cols. 19 to 28 incl. must equal Cols. 11 and 12)										Number of commercial station-break announcements	Commodity, service, or subject advertised on commercial broadcast	Line Number
							Program periods (5 minutes or more)						Announcements (except station breaks)						
							Personal rendition (Live talent)		Mechanical rendition				Personal rendition (Live talent)		Mechanical rendition				
	Code		Total sustaining time		Total commercial time				Records		Electrical transcriptions								
	Major type	Minor group	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	Hrs.	Min.	No.	Min.	No.	Min.			
	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	
1																			1
2																			2
3																			3
4																			4
↓	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	↓
↑	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	↑
48																			48
49																			49
50																			50

(*) **Major type code (Col. 13):**

E (News)..... 1 (General news reports and special news bulletins); 2 (Sport flashes); 3 (Sports resumes); 4 (Sports, eye-witness events); 5 (Meetings, conventions, and other narrator eye-witness occasions of civic interest); 6 (Other eye-witness narrator events), 7 (Market, crop, weather news).

F (Religion and devotion)..... (No minor type groups).

G (Miscellaneous types)..... (No minor type groups).

Minor group code (Col. 14):

network. On this basis, a quarter-hour local commercial and a quarter-hour network sustaining, if both are live talent, will go in the personal rendition column.

No fear need be felt that these notations will become confused, because the form provides that when an amount of time is shown as either network or local, the same amount of time is shown as commercial or sustaining, and a like amount is shown as either live talent or mechanical, all on the same line.

It is suggested that announcements (except station break commercials) be measured as they were in the FCC's last questionnaire, where they were timed at 100 words per minute, unless the station itself has a different rating. Station-break commercials are to be counted numerically only, and not measured for elapsed time. The final column calls for the name of the principal commodity or service identified in the commercial credit.

For summarization, when the broadcast day is completed and the log closed, each of the various columns would have to be justified and analyzed for the total time for each classification.

Prof. Quiz Shifted

CBS will shift *Professor Quiz* on Aug. 18 from the Saturday night spot it has occupied for several years to the 7:30-8 p.m. period on Fridays. Move is to accustom the program's audience to the Friday evening position while it is broadcast on a sustaining basis, so there will be an established Friday audience when Procter & Gamble takes over the program Sept. 8 for Drene and Teel.

Broadcasters Confer With FCC in Effort To Clear Up Log Analysis Requirements

CLEARING UP of confusion growing out of requirements for maintenance of complete operating logs by stations under the new FCC rules and regulations, which became effective Aug. 1, is the objective of current discussions between broadcasters and the FCC.

An informal conference dealing with the proposed FCC program survey, following generally the pattern of studies undertaken during the last two years, was held in Washington Aug. 2. Discussion of the log requirements, particularly in connection with the listing of phonograph recording titles and details, soon reopened the whole log maintenance problem. Because of the inter-relation of the matters, there also came into the conversation the requirement under Section 317 of the Communications Act making mandatory specific announcement of sponsorship of all commercials, including spot announcements and participating programs [BROADCASTING, June 1].

The informal discussion was participated in by William J. Norfleet, FCC chief accountant, DeQuincy V. Sutton, FCC accountant, and Frank M. Utter, research and statistical expert in Mr. Norfleet's department. Participating in behalf of the industry were Walter J. Damm, managing director of WTMJ, Milwaukee; Edwin M. Spence, NAB secretary-treasurer; Dr. Frank M. Stanton, CBS research head, and Hugh Beville, NBC chief statistician.

Because of differences of opinion over the scope of the proposed program questionnaire, which would cover a typical week of 1939, it was concluded that there should be further discussions within a fortnight. Meanwhile, Mr. Damm volunteered to make a complete "minute-by-minute" analysis for a day of WTMJ programs to ascertain how well this detailed data can be supplied.

The FCC also will undertake additional study of the matter prior to the next informal discussion.

The week selected for the program survey will fall before the end of the year. Stations will be given advance notice, it is presumed. The detailed log entries required under the new rules would make possible the type of survey the FCC has in mind, it was said.

What Commission Seeks

While no formal view was expressed by FCC officials, it became apparent that beginning in 1940 the Commission will seek to have the program surveys cover one week of each quarter of the year. In that fashion, it would be enabled to appraise the seasonal peaks and valleys in station-network programing operations. The program logs would make this possible, it is held.

The financial questionnaire covering 1939 also is in the process of final preparation. The newest draft probably will be submitted shortly to the NAB Accounting Committee for discussion, in line with the stated FCC effort of causing least possible hardship in connection with its questionnaire studies. The industry survey on employment, third of the units which make up the annual FCC studies, has not caused any serious controversy.

FCC Modifies Routine Commission Procedure

TO FORESTALL repetitions of actions by individual commissioners involving basic policy matters such as grants of full time under the guise of temporary authorizations, the FCC has ordered modification of its procedure governing routine functions of individual commissioners.

The first of a series of contemplated steps designed gradually to transfer routine work from commissioners to the staff, was the adoption July 31 of administrative order "No. 2" governing such procedure. Considerable additional routine was assigned to the Secretary in lieu of individual commissioners. Most significant, however, was amendment of Paragraph 4, dealing with specific functions of individual commissioners on routine matters. A clause was inserted in this paragraph specifying that applications for special temporary authorization be handled in a manner "not inconsistent with the established policy of the Commission."

In one instance—granting of full time to WDGY, Minneapolis—first authorized by Commissioner George H. Payne—it was alleged that the action was inconsistent with Commission policy, particularly in the light of the Havana Agreement. The station is regularly authorized for daytime operation and was given a temporary full time grant.

AP News Reports Sponsored on Six

Newspaper Stations Acquire Service for Local Clients

SIX RADIO stations owned by newspapers are now broadcasting Associated Press news under sponsorship in line with the order of the AP executive committee of last May 26 [BROADCASTING, June 1], lifting the ban on the use of AP news on sponsored broadcasts and authorizing members' newspapers to use the news either in commercial or sustaining periods.

After holding out against the broadcasting of its news commercially for many years, while other press associations sold their service direct to stations, the AP board last spring set up regulations whereby an additional assessment of 5% of a member newspaper's basic assessment is charged if AP news is used on sustaining periods, and a 25% increase is levied for sponsored periods.

If the news is broadcast without sponsorship (the networks now use AP news as sustaining features) the AP must be credited. "Sponsored programs," the regulations state, "shall be broadcast by the member in the name of his newspaper and the AP shall not be identified therewith."

A survey by BROADCASTING disclosed that the six newspapers and their stations now carrying sponsored AP news are the *St. Louis Post-Dispatch* (KSD); *Houston Post* (KPRC); *Sioux City Journal* (KSCJ); *Owensboro* (Ky.) *Messenger & Enquirer* (WOMI); *Shawnee* (Okla.) *News & Star* (KGFF); *St. Cloud* (Minn.) *Times-Journal* (KFAM).

KSD reported to BROADCASTING that Purity Bakeries Corp., for Taystee Bread, is sponsoring AP news 11-11:10 a. m., Mondays through Fridays, and that several other sponsors for AP reports are in prospect.

KPRC reports using AP news commercially six times weekly in two separate periods—5:30-5:45 p. m. and 9:45-10 p. m. The first period is sponsored by the local West End Lumber Co., and the second by Galveston-Houston Breweries (Southern Select Beer).

KSCJ reports International Harvester Co. as the sponsor of five 15-minute AP news periods weekly.

WOMI uses six five-minute and one 15-minute AP newscast daily except Sunday, one each being sponsored by Sears-Roebuck, Firestone Service Station and Malone's Hollywood Studio. WOMI states that it uses AP credit on sustaining newscasts, along with the names of the local papers. In sponsored news, which omits the name of AP, one commercial is permitted before, one during and one after the news.

KGFF began sponsorship of AP news July 1, carrying four 15-minute periods daily except Sundays. One period is sponsored daily by Shawnee's Mammoth Department Store, the others being carried sustaining but available for sale. It will shortly add two more quarter-hour periods to the daily news schedule as well as separate sports and market news periods.

No information was available as to the sponsorship of AP news on KFAM.

ONE OF FOUR GET NEWS BY AIR

'Fortune' Survey Shows Relative Reliance of Public on Printed and Broadcast News

ALTHOUGH news transmission is "admittedly a byproduct" for radio, one-fourth of the nation's population relies most heavily on radio as a news source, according to an article in the August *Fortune* magazine, *The Press and the People—A Survey*, describing a study of the position of newspapers in relation to other news and editorial media.

A survey of principal news sources indicated 63.8% get most of their news from newspapers and 25.4% from radio, while the remainder rely on magazines, "gabby neighbors" and other sources. Broken down by economic groups, the survey showed that of the prosperous population, 70.7% relied on newspapers, and 17.8% on radio; of the upper middle class, 70.0% newspapers and 21% radio; lower middle class, 63.6% newspapers and 26.8% radio; poor, 58.1% newspapers and 31.3% radio, and negro, 51.6% newspapers and 28.3% radio.

"Radio's inroad deepens from top to bottom of the economic scale," commented *Fortune*, "taking in nearly twice as many of the poor as of the prosperous. By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. In the Southwest the gabby neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group."

As for reliability of news reports, the *Fortune* survey indicated that in case of conflicting versions of the same story from different sources 22.7% would be most likely to believe a radio press bulletin, 17.6% a radio commentator, 13% an authority one heard speak, 12.4% a newspaper editorial, 11.1% a newspaper news item, 3.4% a newspaper columnist, and 19.8% answered "don't know" or "depends". Questioned on the relative freedom from prejudice, 17.1% supported newspapers, while 49.7% supported radio as being freer from prejudice in handling news reports. Choosing between the news interpreters, 39.3% preferred radio commentators, 25.9% newspaper editorials and 10.7% newspaper columnists.

Buying Detroit Local

A CONTRACT for the sale of controlling interest in WMBC, Detroit local on 1420 kc., has been agreed upon between E. J. Hunt and John Lord Booth, son of the late president of the Booth Newspapers of Michigan, whereby Mr. Hunt will sell his 62% interest in the station to Mr. Booth for a reported price of more than $100,000. Mr. Hunt seeks to retire from radio because of ill health. Mr. Booth last year bought one-sixth interest in WJBK, also of Detroit, for $16,500 from George B. Storer. He expects to become active in the station's management. The remaining stock in WMBC is held by E. A. Wooten.

Williams Coast Discs

J. B. WILLIAMS Co., Glastonbury, Conn., will take advantage of NBC's new policy of allowing transcriptions to be broadcast on the Pacific Coast Blue network, on Sept. 25, date of the change from daylight back to standard time in the East. On that date the company will inaugurate a rebroadcast for the West Coast of its Monday evening *True or False* program, which now reaches the West at 5:30 p. m. (PST). Transcribed off the line, the program will then be broadcast in the West at 9 p. m. (PST). At the same time WTIC will be added to the schedule, taking the transcription on Saturday, from 7:30 to 8 p. m. (EST). Series, advertising Glider and Williams shaving creams, was shifted Aug. 14 from 10-10:30 p. m. (EDST), to 8:30-9 p. m. (EDST). Program is placed through J. Walter Thompson Co., New York.

ALTHOUGH the transition of WCKY, Cincinnati, from 10 to 50 kw. last month was without ceremony, since formal dedication of the station's new transmitter has been postponed to Oct. 1 when the outlet joins CBS, many messages and gifts of congratulation were sent L. B. Wilson, president and general manager, the day the new power was turned on. One gift was this cake, past which Mr. Wilson beams fondly, surmounted by a miniature broadcast tower of candy.

LATEST non-broadcasting station operator to seek authority to install a facsimile station, to operate with 100 watts on 25175 kc., is the *Cincinnati Times-Star*, which has asked the FCC for permission to construct a station in the Vernon Manor Hotel, Cincinnati.

Benefits of Press-Radio Cooperation Emphasized

INCREASING cooperation between newspaper and radio will benefit each medium, Mayor James G. Stewart, of Cincinnati, told 21 editors of small town newspapers and staff members of WSAI, Cincinnati, at a dinner bringing together Ohio editors whose editorials are quoted on the weekly WSAI program, *The Editor Writes*. Following the dinner, the visiting newsmen participated in person in the regular broadcast of the program, on which they were interviewed by Clair Shadwell, WSAI program director.

"Newspapers and radio both deal in the distribution of news, entertainment and advertising," Mayor Stewart commented, "and only through friendly cooperation can either achieve that level of effective public service both are seeking. Progress is built only on the foundation of friendliness and a naturally begotten cooperative spirit." At the meeting the country editors expressed a belief that the fight between radio and newspapers was over and that it was time for both to join hands and prosper together. One editor pointed out that contrary to the widespread belief that radio had taken advertising away from newspapers, it had actually brought advertising to them.

Buying KTUC, Tucson

A NEW corporation, known as Tucson Broadcasting Co. Inc., would acquire KTUC, Tucson (formerly KGAR), for $20,000 under a proposed transfer of ownership application filed with the FCC Aug. 4. The new company's officers and stockholders are Dow Ben Roush, Tuscon, president, 39⅓% stockholder; John Merino, Safford, Ariz., part owner of KGLU of that community, vice-president and treasurer, 39 1/3%; Carleton W. Morris, Lowell, Ariz., part owner of KSUN of that community, 10%; Louis Lang, Safford theatre man, who also is interested in KGLU, 10%. The station, a local outlet on 1370 kc., would be purchased from the Tucson Motor Service Co., of which R. A. Craig and H. L. Stevenson, both of Phoenix, are the chief stockholders. KVOA, Tucson, a regional station, last January was transferred with FCC approval for a purchase price of $40,000 to KTAR Broadcasting Co., operating KTAR, Phoenix.

Takes Over WIBC

WITH the recently authorized purchase of WIBC, Indianapolis, by H. G. Wall, Detroit attorney and counsel for George B. Storer, Detroit industrialist and chief owner of WSPD, Toledo; WWVA, Wheeling, and other stations [BROADCASTING, July 15], Mr. Wall has been elected president of the Indiana Broadcasting Corp., replacing Glenn Van Auken. Mr. Wall and his wife purchased the station as a personal investment. Other officers named at a stockholders' meeting Aug. 3 are C. A. McLaughlin, general manager of the station, named vice-president; Margaret Bell, treasurer; M. H. Geiger, secretary and assistant treasurer. Mr. McLaughlin reported the station's personnel will remain the same.

"The Wrightville Clarion" is a sure-fire comic strip—up to now a participating program with a loyal following developed during five years of continuous performances.

Recently we decided to look into its popularity—and you could have knocked us over with a feather when we got the answer!

One-minute announcements on four consecutive broadcasts offered simply a photograph of the "Clarion" cast. Delighted "subscribers" snapped back 5,416 requests—proving that the "Clarion" is even more popular than we thought—and a smart buy for some *single* sponsor who wants a ready-paved path into the homes of WTIC's big and friendly audience.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

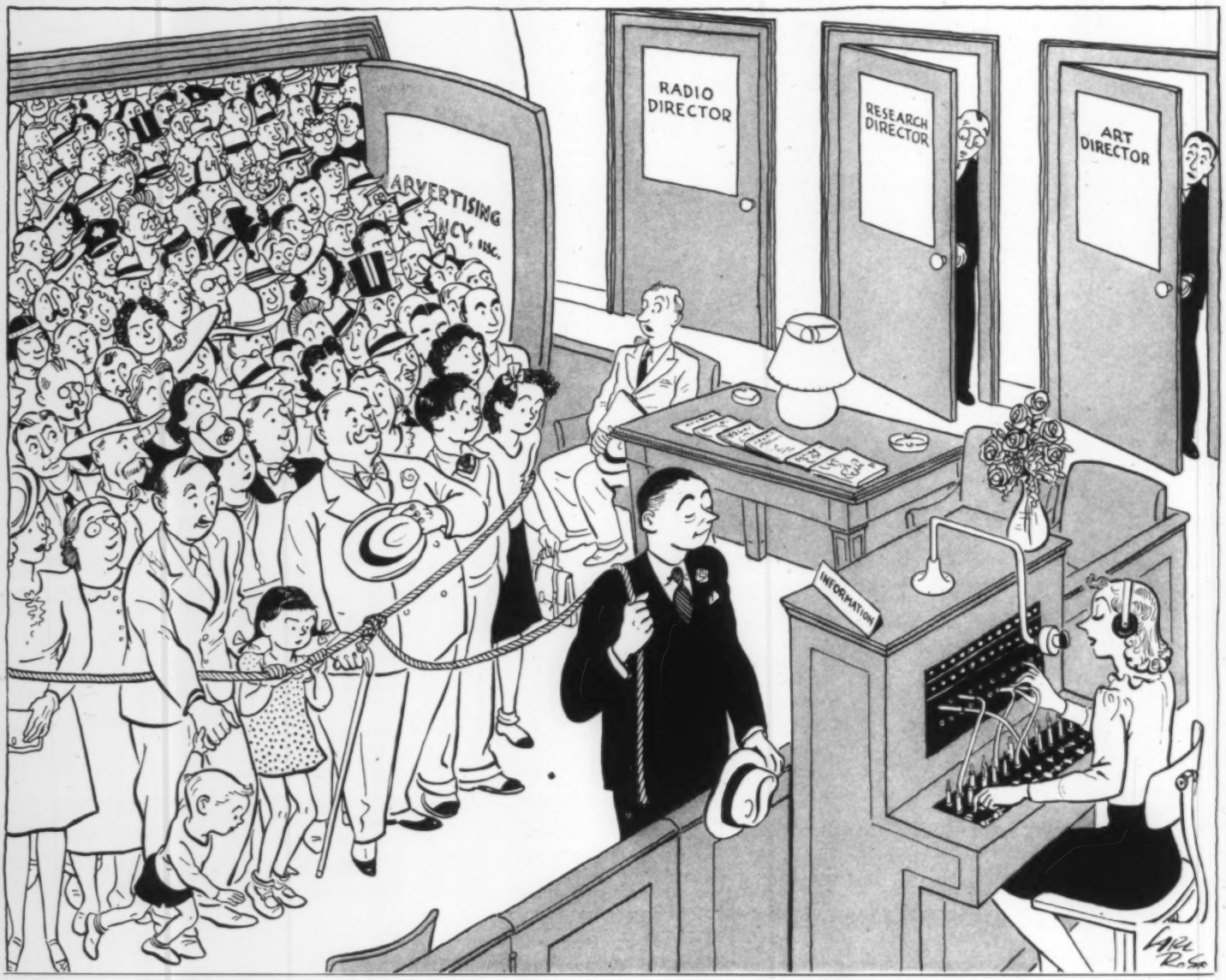
50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

22,000,000 listen

(and we mean families)



"MR. JONES *of NBC to see* MR. WILMOTT, *with 3,500,000 MORE radio families!*"

46,000 PEOPLE from every state . . . Kansas bankers, Texas cowboys, Maine fishermen, California miners, Florida waitresses and Utah schoolteachers . . . including many in areas never before covered by *any* network survey . . . were asked "what stations do you listen to *regularly;* which do you listen to *most?*" The number one revelation: nearly 3,500,000 more radio families listen regularly at night to NBC Red than to any other network . . . and that means more millions of additional *buyers!*

regularly to the Red

...18% greater audience than any other network!

—That's only *one* of the startling new facts that radio's most penetrating circulation research reveals about America's Number One Network!

YOU'LL PARDON US for saying that the pulling power of the NBC Red Network is no secret . . . certainly it isn't to the 79 national advertisers who spent over $31,000,000 on it last year... *more than was spent in any other single advertising medium in the world!*

Nor is it a secret that a majority of the leading programs—day and night—are on the RED, and that this has been true every year since network broadcasting began.

BUT—the real facts about *how* and *why* networks differ so importantly in circulation—and sales—have been a secret to many advertisers.

NOW, FOR THE FIRST TIME in radio history, a probing, penetrating research study tells the *complete* story of station and network listening habits.

FOR THE FIRST TIME, research goes not only into those cities where the leading networks have stations... but also thoroughly explores the rural and urban areas where the heretofore unsurveyed "OTHER HALF" of the radio audience lives... 14,000,000 radio families who listen, and buy!

Many new and important radio listening facts are revealed... but this one stands out—

In the evening hours 22,000,000 families listen regularly to the NBC Red Network... over 18% more than to any other network!

You'll agree this is a sizeable circulation "bonus" in any advertising man's language. It's the net result—the "pay-off" if you like—of the Red Network's superior physical coverage and its program leadership. No other single advertising medium has ever approached this day-in and day-out circulation—no wonder the NBC Red Network is the Number One Medium!

From whatever angle you care to analyze it, you'll find the NBC Red is your first choice ... the network *most* people listen to *most.*

NBC Red NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

Brown Disclaims Charges That FCC Censors Programs

Judicial Power Exercised in Individual Cases, He Says

OUTLINING the definite prohibitions against any type of censorship contained in basic radio regulatory acts and reviewing cases in which the question of censorship has been alleged, FCC Commissioner Thad H. Brown declared that at no time during his 10-year service with the Federal Radio and the Federal Communications Commissions "has there been even the slightest attempt made to exercise any degree of censorship" as he addressed Aug. 4 the closing session of the Conference on the Use of Radio for the Public Welfare at the Harvard Faculty Club in Cambridge, Mass.

In his discussion of "The Regulation of Broadcasting in the Public Interest", Commissioner Brown traced the development of regulation of communications facilities through Federal legislation and then quoted from judicial opinions as he analyzed individual instances where the FRC or FCC, acting under the "public service" clause, had been alleged to have exercised censorship or curbed free speech.

"It is a little understood, but nonetheless interesting, fact that neither the FRC nor the FCC have ever exercised their *legislative* power outlining program service and standards for the operation of radio broadcasting," he commented, adding that "both commissions have exercised their *judicial* power in individual cases with reference to programs which already have been broadcast."

The Public Interest

"The Commission is charged with being indefinite and vague with regard to those things which constitute sufficient grounds for a finding that a station is not serving public interest, convenience and necessity," he continued. "It is not always possible to be definite and specific. * * *

"However, the Commission has been more definite with regard to what it considers to be in the public interest."

While the "public interest, convenience or necessity" test contained in the FCC Act "provides ample authority for examination of broadcast programs by the Commission in passing upon license applications", Mr. Brown observed, both the 1927 and 1934 acts contain definite prohibitions against censorship. Quoting Judge Cooley in supporting the law's compliance with the First Amendment, Commissioner Brown declared:

"The constitutional liberty of speech and of the press, as we understand it, implies a right to freely utter and publish whatever the citizen may please, and to be protected against any responsibility for so doing, except so far as such publications, from their blasphemy, obscenity, or scandalous character,

(*Continued on page 47*)

Minit Rub Spots

BRISTOL-MYERS Co., New York, has begun a spot campaign for Minit Rub, using quarter-hour news programs three times a week on WOR WGN WGST KMOX WNAC KHJ KFRC and 10-minute news five times weekly on WWJ, and 100-word announcements six times weekly on WFBR WBRC WGR WCKY WGAR WFAA KLZ KMBC KSTP WKY KOIL WJAS WPRO KGW KOMO WJSV. Placed through Young & Rubicam, New York.

Metropolitan Renews

FOLLOWING the recent court decision refusing the application of a policyholder for an injunction restraining Metropolitan Life Insurance Co., New York, from its radio advertising [BROADCASTING, Aug. 1], the company has renewed its sponsorship of Edwin C. Hill's talks five times weekly on WNEW and WHN, New York, and also on a Mutual hookup of several eastern stations, for another 13 weeks. Agency is Young & Rubicam, New York.

HAPPY occasion for Don E. Gilman (left), NBC western division vice-president, Hollywood, and Harrison Holliway, general manager of KFI-KECA, Los Angeles, was the latter station's switch to a new frequency, 780 kc., on Aug. 1. KECA is the NBC-Blue station in Los Angeles, and the network carried a full evening of salute programs in honor of the occasion. Move of KECA from 1430 to 780 kc. climaxed a transaction by which Earle C. Anthony Inc., owners and operators of KFI-KECA, assumed ownership of all properties of KEHE, formerly operated by Hearst Radio Inc. in Los Angeles.

Blind Procedure in Program Complaints Apparently Being Revived by the FCC

REVIVAL of the old program complaint procedure of the FCC, changed earlier this year, is detected in requests made through the FCC Law Department that stations submit program continuities of "questionable" programs.

Long attacked as a back-door censorship effort, this type of investigation presumably was stopped Feb. 27, when the FCC announced a change in procedure. At that time it stated that stations would be sent copies of complaints, without disclosure of the name of the complainant, in the normal case. In the new flurry of "investigation" letters, it is understood the procedure is not followed.

An inquiry at the FCC Aug. 10 yielded the information that, while the nature of the new complaints had not been divulged to the stations, it proposed to supply this information upon request from the stations or their counsel, and that this practice would be followed in the future.

In the new instances, stations have been requested to submit particular continuities. The programs in question range from prize contests and testimonials to foreign language scripts. Inquiries have gone out not only to the stations, it is understood, but in several instances to the individuals whose testimonials were used on the air.

In wiping out the old procedure earlier this year, the FCC made it clear that the former "temporary license" procedure would be eliminated during the investigation period, and that in extreme cases it would resort to revocation proceedings, with those involving purported "criminal violations" such as lotteries and use of obscene or profane language to be referred to the Department of Justice.

While the temporary license process has not been invoked, revival of the practice of sending out "blind" letters without disclosure of the nature of the complaint is regarded as in conflict with the announced new procedure [BROADCASTING, March 1].

NBC Frequency Modulation

THAT NBC proposes to enter the field of frequency modulation experimentation, has been disclosed in an application filed with the FCC for A-3 and special emission, using 1,000 watts on 42600 kc. Presumably the Armstrong system would be used. Application gives 350 Fifth Ave., New York City, as the proposed site of transmitter. If granted, the NBC station would be the fourth authorized in the New York area. Prof. Edwin Armstrong already has his station at Alpine, N. J., in operation, and construction permits for similar stations have been granted Paul F. Godley and John V. L. Hogan [BROADCASTING, Aug. 1].

International Stations Given New Call Letters

NOW operating under regular rather than experimental licenses, all international shortwave broadcasting stations will hereafter be permitted to use four-letter calls in conformity with the new rules covering this class of station, promulgated May 23 by the FCC.

Most of the new call letters have already been issued, though NBC and CBS have yet to be assigned theirs. The new calls are:

WCBI, Chicago Federation of Labor, Chicago (instead of W9XAA).
WLWO, Crosley Corp., Mason, O. (instead of W8XAL).
WGEA, General Electric Co., Schenectady (instead of W2XAD).
WGEO, General Electric Co., Schenectady (instead of W2XAF).
KGEI, General Electric Co., San Francisco (instead of W6XBE).
WDJM, Isle of Dreams Broadcasting Co., Miami (instead of W4XB).
WCAI, WCAU Broadcasting Co., Newton Sq., Pa. (instead of W3XAU).
WBOS, Westinghouse E. & M. Co., Millis, Mass. (instead of W1XK).
WPIT, Westinghouse E. & M. Co., Saxonburg, Pa. (instead of W8XK).
WSLA, World Wide Broadcasting Corp., Boston (instead of W1XAL).
WSLR, World Wide Broadcasting Corp., Boston (instead of W1XAR).

Air Full of Programs With Armstrong System Foreseen Within a Year

THE Armstrong system of "frequency modulated" radio broadcasts will be filling the air in major markets in this country within the next year, predicts Dr. W. R. G. Baker, head of General Electric's radio and television division. Dr. Baker declared that frequency modulation [BROADCASTING, Feb. 1, April 1, June 1, Aug. 1] makes possible for the first time practically static-free reception with a high fidelity that has hitherto been unattainable with the presently used "amplitude modulated" radio system.

"Two frequency modulated transmitters are already operating," Dr. Baker said. "One is in Boston [Yankee Network] and another is in New York City [Armstrong]. A third will be placed in operation in Schenectady by early fall," he added, referring to the GE station now under construction. GE has already demonstrated its line of receiving sets for this system.

"Present receivers will not be able to pick up frequency modulated broadcasts, and it will not be possible to change them so they can," he said. "The public need not fear that present day radios will be obsoleted immediately, however," he continued. "Amplitude modulated programs will continue to be broadcast for some time to come. Frequency modulation will be sold to the public at the outset as another band on a new receiver which will pick up both type broadcasts."

Dr. Baker stated that frequency modulated transmitters could be built for approximately one-fourth the cost of the usual station, and that with the possibility of overcrowding the airwaves removed, many new stations can be installed.

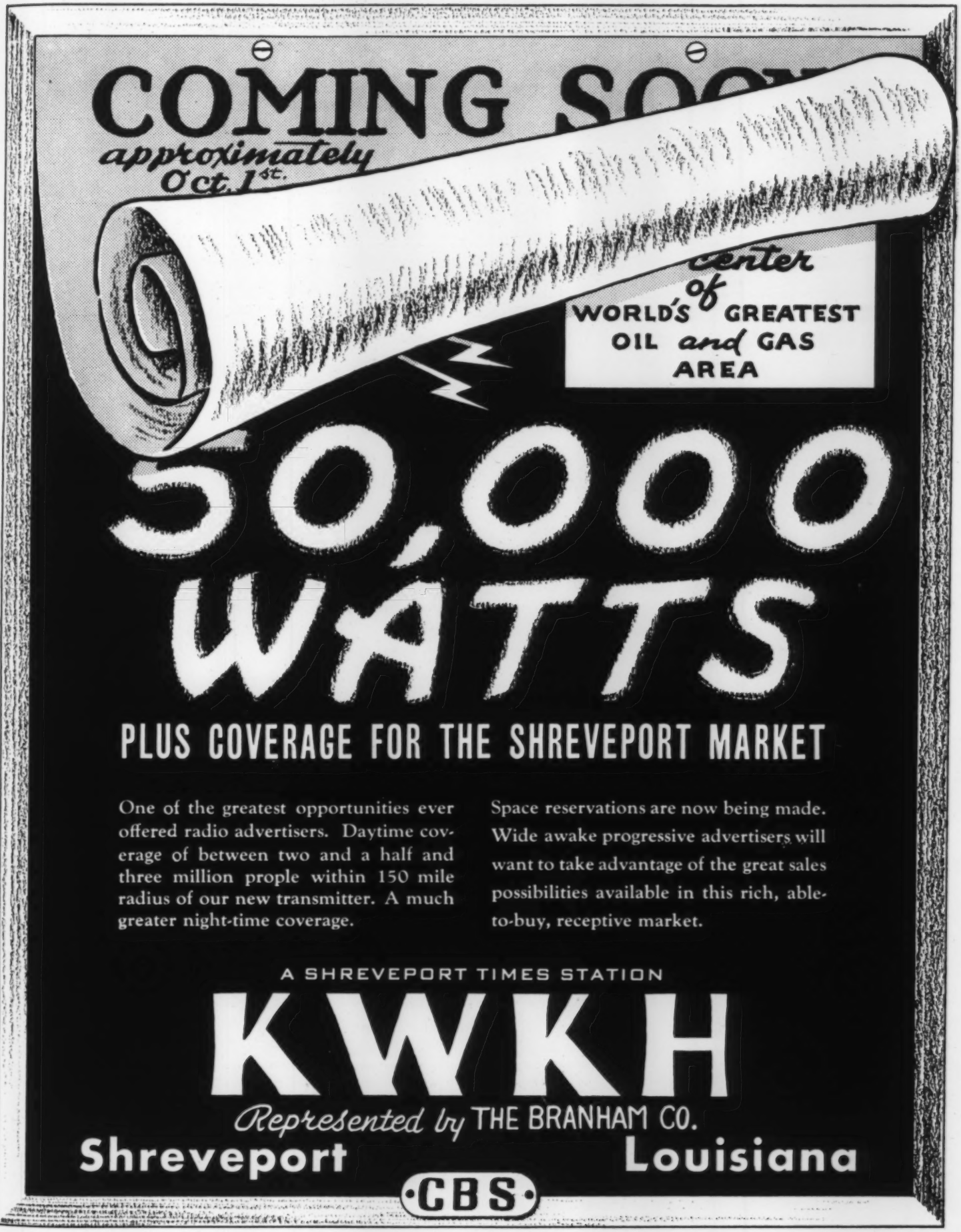
TRAVELERS GIVEN CP ON NEW BAND

ANOTHER Armstrong frequency modulation station is to be built in New England, with the authorization by the FCC Aug. 8 of a construction permit to be issued to Travelers Broadcasting Service Corp., Hartford, operator of WTIC. This will give the Hartford area its second frequency modulation station, a CP having previously been issued to Dr. Franklin M. Doolittle, owner of WDRC, who already has his station in operation.

The Travelers grant authorizes a 1,000-watt station to operate on 43200 kc. Still pending FCC action are similar applications by the operators of WHAM, Rochester; WTMJ, Milwaukee, and WTAG, Worcester [BROADCASTING, Aug. 1].

Wurlitzer Placing

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments), in late September will start a series of five and 15-minute programs on WABC and WWJ [BROADCASTING, Aug. 1], as well as six half-hour morning programs weekly on WKRC, Cincinnati; five weekly five-minute spots on WMAQ, Chicago; five seven-minute periods weekly on WCAU, Philadelphia. Stations are being set in Cleveland, Rochester, N. Y., Buffalo and Columbus. Schwimmer & Scott, Chicago, is agency.


COMING SOON
approximately
Oct. 1st.
center of
WORLD'S GREATEST
OIL and GAS
AREA
50,000
WATTS
PLUS COVERAGE FOR THE SHREVEPORT MARKET
One of the greatest opportunities ever offered radio advertisers. Daytime coverage of between two and a half and three million prople within 150 mile radius of our new transmitter. A much greater night-time coverage.
Space reservations are now being made. Wide awake progressive advertisers will want to take advantage of the great sales possibilities available in this rich, able-to-buy, receptive market.
A SHREVEPORT TIMES STATION
KWKH
Represented by THE BRANHAM CO.
Shreveport Louisiana
CBS

Paul Revere could have stayed in bed

Radio could have reached "every Middlesex village and farm" before the famous silversmith got started

HAD RADIO broadcasting been available in 1775, Paul Revere could have spread the alarm in a split second, and been spared his all-night ride. As we look back, it is difficult to realize how the patriots of the Revolution were able to carry their task to successful completion in the face of the time required to exchange communications among the thirteen colonies. What an amazing difference radio makes in life today!

Today, matters of importance, whether to nations or to individuals, are flashed around the world instantly. R.C.A. Communications provides communication to and from 43 countries and among leading cities of the United States. Radiomarine, another member of the RCA family, furnishes numerous radio devices to guard lives and property at sea, and provides instant communication between ships and shore.

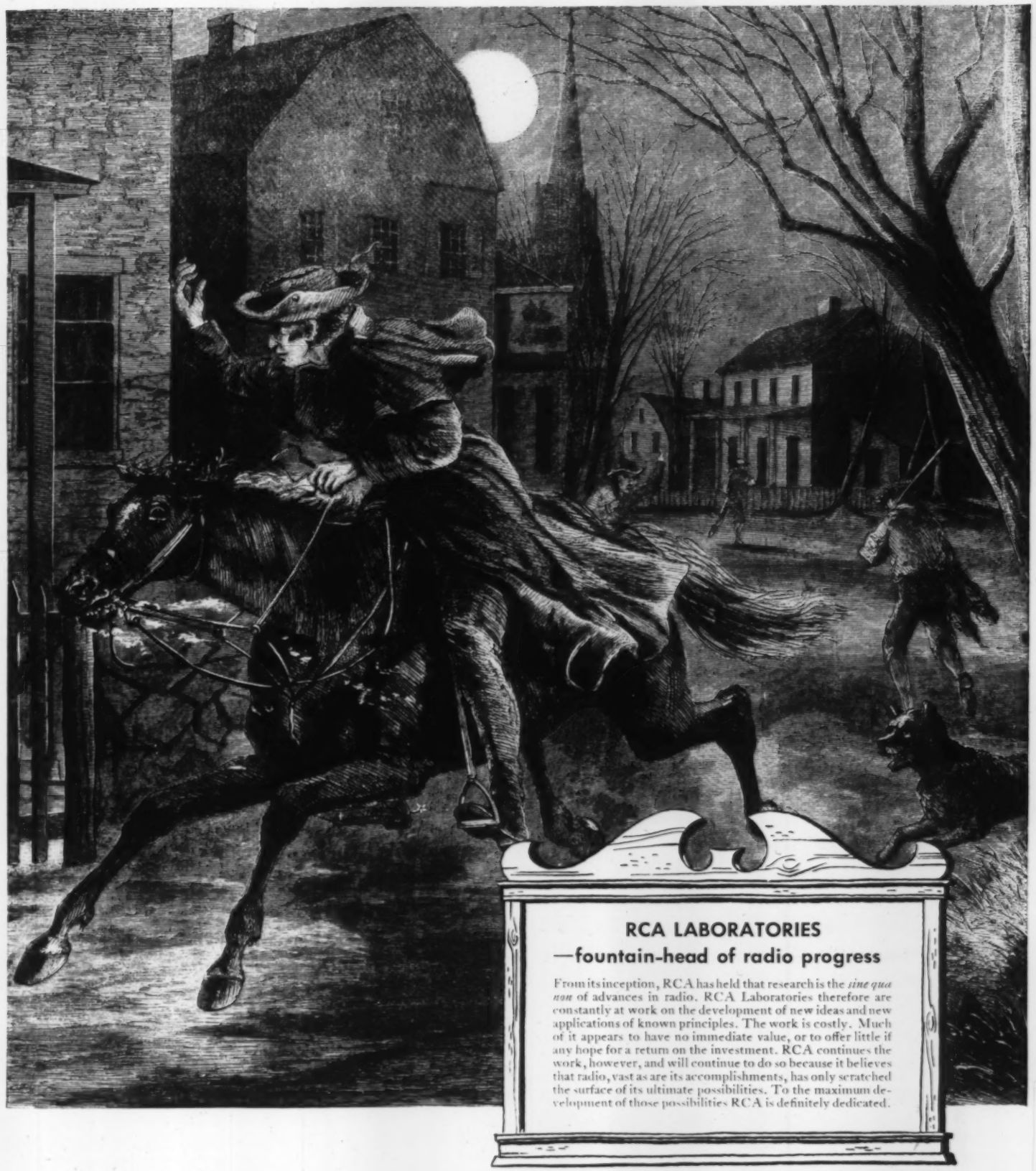
RCA services and RCA equipment put radio at the service of the world in many other ways. Broadcast programs provide an unceasing flow of entertainment, offer information, news and enlightenment to millions. Airplanes fly more safely, are guided more surely to their destinations, by radio. Radio plays a vital role in the plans of the Army and Navy for national defense.

RCA activities are portrayed in RCA exhibits at the New York World's Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits.

RCA

RADIO CORPORATION

Radio City



RCA LABORATORIES
—fountain-head of radio progress

From its inception, RCA has held that research is the *sine qua non* of advances in radio. RCA Laboratories therefore are constantly at work on the development of new ideas and new applications of known principles. The work is costly. Much of it appears to have no immediate value, or to offer little if any hope for a return on the investment. RCA continues the work, however, and will continue to do so because it believes that radio, vast as are its accomplishments, has only scratched the surface of its ultimate possibilities. To the maximum development of those possibilities RCA is definitely dedicated.

N OF AMERICA

y New York

RCA Manufacturing Company, Inc.
Radiomarine Corporation of America
National Broadcasting Company
R.C.A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.

Arbitration Urged For Chicago Code

AFRA and Broadcast-Agency Groups Still Far Apart

ARBITRATION of the American Federation of Radio Artists code for local broadcasts in Chicago was being sought, but an arbitration board had not been selected, as BROADCASTING went to press. After the recent threat of strike had been removed by the promulgation of a new code [BROADCASTING Aug. 1], national officials of AFRA and the Chicago broadcaster-agency committee continued to disagree, so arbitration is now sought.

The committee met Aug. 2 with officials of AFRA's Chicago chapter and Mrs. Emily Holt, AFRA executive secretary, and her assistant, George Heller. At this meeting the promulgated code was analyzed and the broadcaster-agency committee offered its objections. Following the meeting Mrs. Holt and Mr. Heller returned to New York.

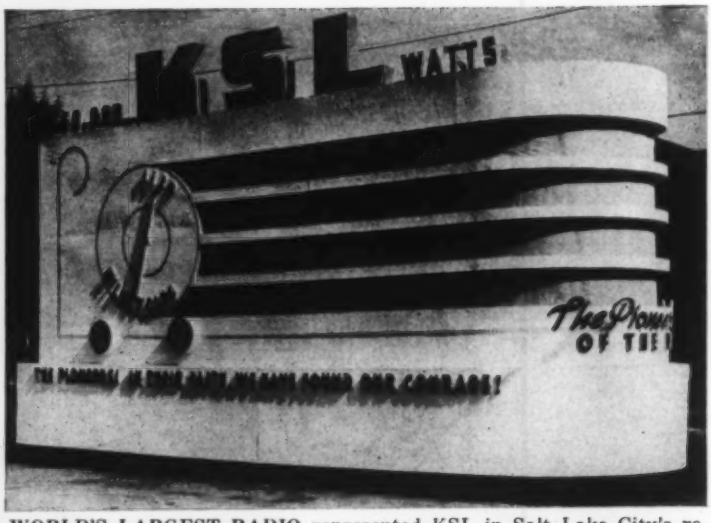
Further Concessions

On Aug. 4 Mrs. Holt phoned Sid Strotz, manager of NBC-Chicago and chairman of the broadcaster-agency committee, telling him that AFRA and the broadcasters were too far apart in their demands and concessions, and that arbitration was the only answer to the problem. Mr. Strotz, it is understood, offered further concessions and suggested that negotiations continue so a satisfactory code might be worked out.

Two basic provisions of the code are said to have hastened the deadlock. AFRA insisted that the contract should expire Feb. 12, 1941 at the time the AFRA-network code expires. The Chicago broadcaster-agency committee wanted the contract to run for five years, then lowered the time limit to three. The second point of difference was the scale for announcers on local commercial shows. In its last code, AFRA dropped the announcers' fees for 100-word spot announcements and for all spots up to 15-minute shows, but retained fees for 15-minute, half-hour and hour programs. The union and the committee could agree on neither of these differences.

Morrell Placements

JOHN P. MORRELL & Co., Ottuma, Ia. (Red Heart Dogfood and E-Z Cut Ham), on Sept. 4 for E-Z cut ham starts five weekly quarter-hours on KNX, Los Angeles, featuring Charles W. Hamp; daily five-minue series on WBZ and WNAC, Boston; 19 spot announcements weekly on WBEN, Buffalo. The *Martha Deane* series on WOR, Newark, has been renewed for the product. For Red Heart dogfood, the firm will soon start a daily five-minute series on WCCO, Minneapolis; daily one-minute announcements on WHAM, Rochester, and WFAA, Dallas; package of transcribed announcements on WDAF, Kansas City. The *Doggy Dan* series on WMAQ, Chicago, has been renewed for the product, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.



WORLD'S LARGEST RADIO represented KSL in Salt Lake City's recent annual parade honoring the entrance of the Mormon Pioneers in 1847. With a powerful public address system furnishing music throughout the 3-mile line of march, KSL's entry was one of the outstanding exhibits. The float was 22 feet long, 9 feet high and 8 feet high.

WNEW and AFRA Sign Announcer-Talent Pact

CONTRACT covering announcers, actors and singers employed at WNEW, New York, on both sustaining and commercial programs has been signed by Bernice Judis, station manager, and George Heller, assistant executive secretary of American Federation of Radio Artists, following several months of negotiations. WNEW is the second New York station to sign an AFRA contract, WINS having signed up more than a year ago. Negotiations are in progress at WMCA and WHN.

Sustaining contract for staff artists went into effect at WNEW on Aug. 1, with the commercial provisions becoming effective Sept. 1. Neither station nor union officials would divulge the terms of the contract, except to state that they were satisfactory to both sides and that a cordial relationship between station and union had been maintained throughout the negotiations. Contract for one year, is reported to call for a five-day, 40-hour week, with provisions for time and a half pay for overtime, sick leave, vacations with pay, and other usual features of union contracts. Minimum scale for staff announcers is said to be $50 per week, with extra compensation for commercials.

B & W Grid Plans

BROWN & WILLIAMSON Tobacco Co., Louisville, on July 30 auditioned a new CBS Hollywood audience participation network show, recorded at CBS Hollywood studios and sent to Louisville for sponsor consideration. If accepted the weekly program will orginate from Hollywood during early fall for either Pacific Coast or national release. Half-hour audition program, built around football, featured Richard Arlen, film actor; Braven Dyer, Los Angeles sports writer and commentator, and Wilbur Hatch's orchestra, with Lee Cooley, comedian, and Howard Jones, USC football coach, as guest artists. Audition program was produced by Wayne Griffin, under direction of Jack Smalley, Hollywood manager of Batten, Barton, Durstine & Osborn.

NETWORK UPHELD IN TALENT FEES

RIGHT of a network to collect commissions from artists booked through its talent bureau for employment at the minimum commercial scale on sponsored programs not produced by the network has been upheld by the American Arbitration Assn. Question was raised by the American Federation of Radio Artists, on the grounds that the clause in the commercial code of fair practice reading "minimum fees shall be net to performer and no deductions whatever may be made therefrom" outlawed such commissions.

NBC's defense was that while it takes no commissions from talent, its artists bureau books on sustaining programs or on package shows produced by the network and sold for sponsorship as a complete unit, it is entitled to a commission wherever it acts as agent for the artist in securing him employment on a commercial program produced by any outside producer, regardless of whether the rate of payment is at the minimum provided by the code or at a higher figure.

Ruling of the three-man tribunal of the AAA, to whom the case was submitted under the terms of the code, was that "there is nothing in the code which clearly abrogates the right of NBC to charge commissions for the services which it renders performers in the operation of its employment agency in connection with programs not produced by it. We feel that more explicit language than we can find in these documents is necessary to prohibit the charging of a fee for a service which is actually rendered to performers voluntarily seeking it."

As the code specifically states that the AAA decision of any dispute "shall be binding upon both parties", AFRA cannot appeal the ruling. However, Mrs. Emily Holt, executive secretary of the actors' union, told BROADCASTING that the decision will be used by AFRA as a basis for future actions in which it will work to the union's advantage. What these actions will be, she refused to divulge.

Serious Effects on Radio Not Foreseen in Battle Among Actors' Groups

STRUGGLE for control of actors between two AFL unions, the Associated Actors & Artistes of America, parent organization of Actors Equity Assn., American Federation of Radio Artists, Screen Actors Guild and other talent groups, and the International Alliance of Theatrical Stage Employes, may darken every theatre on Broadway, may shut down every movie studio in Hollywood, may result in the withdrawal of the AAAA from the AFL, but the chances are that radio will not be seriously affected, for there are no stagehands and hence no IATSE in broadcasting.

The affair began when the American Federation of Actors, union of vaudeville, night club and variety performers, refused to stand trial before the AAAA on charges of misuse of funds, particularly against Ralph Whitehead, AFA executive secretary. This refusal led the AAAA to revoke the AFA charter and to organize a new union, American Guild of Variety Artists. The AFA, led by its president, Sophie Tucker, then turned to the IATSE, which granted them a charter under its jurisdiction. AFRA, SAG and Equity then each suspended Miss Tucker and cited her for trial on charges of "treason," in placing actors under the control of the stagehands union. Meanwhile, she is barred from appearing with the members of these actors unions on the air, in movies or on the stage.

Equity's ban is the focal point of danger at the moment, for while Miss Tucker has neither screen nor radio engagements, she is one of the stars of "Leave It to Me", musical comedy originally scheduled to reopen on Broadway, but with its opening now postponed until after Miss Tucker's trial by Equity Aug. 22. If Miss Tucker should attempt to appear, the rest of the cast, as Equity members, will walk out. If that should happen, the stagehands, IATSE members, might stage a retaliatory strike in other Broadway theatres, causing a complete shutdown. And, according to well-informed observers, if that happened, it would not be long before the motion picture field was also engulfed in the inter-union struggle. But no one forsees any possibility of radio being involved, short of a nation-wide strike of all union actors in all amusement fields, which is held extremely unlikely.

Lea & Perrins Spots

LEA & PERRINS, New York (sauce), on Sept. 25 will start a varying schedule of two to six weekly 100-word spot announcements for 26 weeks. The nighttime announcements will be aired on WREC WGST WFBR WEEI WBEN WMAQ WCKY WGAR WFAA WWJ KOA KPRC WFBM KMBC KNX WAVE WREC KSTP WSMB KOMA WOR WOW WCAU KGW KMOX KTSA KFRC KOMO WRC and a Miami, Fla., station yet to be selected. Schwimmer & Scott, Chicago, handles the account.

KFDM, Beaumont, Tex., an NBC outlet recently acquired by Darrold F. Kahn, early this month joined the Texas State Network, headed by Elliott Roosevelt. The new KFDA, Amarillo, has also joined the network.

AN ANNOUNCEMENT

OF

CHANGE IN OWNERSHIP

THE Federal Communications Commission has approved the sale of radio station KEHE to Earle C. Anthony, Inc., owners and operators of KFI (NBC Red Network Affiliate) and KECA (NBC Blue Network Affiliate).

Earle C. Anthony, Inc., is now operating KECA on the wave length heretofore occupied by KEHE (780 K. C.), one of the strongest commercial spots on the dial in Southern California.

The new wave length will combine for advertisers the splendid following already built by KECA and KEHE as individual stations, plus vigorous new program features, both local and NBC Blue Network.

Present KECA rates as listed on RATE CARD No. 14 will remain in effect until further notice.

Earle C. Anthony, Inc.

LOS ANGELES, CALIFORNIA

Owners and Operators

KFI

NBC Red Network

640 k. c.

50,000 watts

☆

Clear channel

KECA

NBC Blue Network

now 780 k. c.

5000 watts daytime

1000 watts night

Operated full time

EDWARD PETRY & CO., NATIONAL SALES REPRESENTATIVE

Competitive Economic Issues Are Given Court Recognition

Infers That FCC Must Consider Market Problems; Intervenor Assessed Costs; FCC Appeals

IN WHAT may prove to be a momentous action, the U. S. Court of Appeals for the District of Columbia Aug. 2 threw out the clear indication that it would not uphold the contention of the FCC that there can be unlimited competition among stations through licensing of new outlets without regard to the position of existing stations in the same communities.

In abruptly denying the petition of the FCC for a rehearing without a written opinion of the so-called Dubuque case, involving the fundamental competitive question, the court simultaneously stayed the effect of its order for 30 days to allow the Government to appeal the case to the U. S. Supreme Court. Because of the fundamental importance of the issue, applicable to a number of other pending cases, the FCC already has served notice that it will seek review by the nation's highest tribunal.

The court set another precedent in its action in the Dubuque case. For the first time in a radio appeal, it assessed a portion of the costs of the litigation against the intervenor—the *Telegraph-Herald* of Dubuque—which had been successful in its application for a new local station and which the court subsequently reversed. WKBB, which appealed the case, asked the court to assess the costs amounting to some $1200 equally as between itself and the *Telegraph-Herald*. The court assessed two-thirds of the costs, about $800, against WKBB, and the remaining one-third against the *Telegraph-Herald*. It is logically presumed that the court will follow a similar policy in future appeals.

No Written Findings

The question of the court's jurisdiction to entertain appeals involving the economic and competitive issues was raised by William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, in pleadings involving not only the WKBB case but in several other pending appeals. To take into account the economic factors, Mr. Dempsey had argued before the court, would mean the development of a "protected monopoly" in the broadcasting field, since unrestricted competition would be prevented.

Because the court issued no written findings in the WKBB case, the view that it will reject the Commission's contention is somewhat speculative, but since the case turned on the contention of WKBB that the FCC had made no finding of competition of a character that would affect the service of the existing station, it was logically assumed that the court had taken this fundamental factor into account. It was regarded as an indication of the way in which the court would go in such cases as those involving WMEX, Boston, which was authorized to increase its status from a local to a high powered regional and of KTSM, El Paso, which appealed from the FCC decision authorizing Dorrance Roderick, publisher of the *El Paso Times*, to establish a new station in that city. Practically the same economic issues are involved. Both cases are awaiting court decision.

New Regulatory Era

In these cases, Mr. Dempsey had argued that the Commission's regulatory interest does not go beyond issuance of the license and that it had no interest whatever in the amount of advertising which may be sold by stations and their ability to withstand competition of other stations or other advertising media. Should the Supreme Court, in the final adjudication, uphold the contention of the lower court, it may open a new era in radio regulation. In some quarters, the view has been advanced that if the Commission must take into account matters of economic injury, then it can stiffen its regulatory control of stations by demanding specific types of performance. This would be sure to provoke a new censorship howl and resurrect all of the old bogies about Government interference with the industry.

In the WKBB case, decided Jan. 23, the court held the FCC legally bound to make appropriate findings as to economic injury. On Feb. 9 the FCC filed its petition for rehearing. At that time the FCC made it clear that it would seek final adjudication of the issue.

Another round in the jurisdictional battle of the FCC with the same court growing out of the so-called *Courier-Post* case for a new local station in Hannibal, Mo., was terminated Aug. 2 when the court for the second time granted an FCC plea to reopen the proceedings.

CHAWIN' FAT during a meeting recently held at Columbia Square studios in Hollywood for 1,000 employes and distributors of the Borden Co. are Robbins Millbank, McCann-Erickson account executive, San Francisco; Edwin Buckalew, sales promotion manager of KNX, Hollywood, and Walter Schafer, vice-president of Borden Dairy Delivery Co. in Southern California. The event was designed to acquaint Borden representatives with the extensive radio campaign the dairy company launched July 24 on KNX for its fresh and evaporated milk. The company is using two five-minute news broadcasts daily, five days a week, and daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX on a 23-week contract — Bordens' first use of Southern California radio in about five years.

FCC Denial Reversed

In a stiffly worded per curiam opinion, the court allowed 15 days for the FCC to file an answer to the petition of the *Courier-Post* which previously had won its appeal, asking that the court mandamus the Commission to carry out its prior judgment. In this case, too, it is generally understood, the FCC plans an appeal on jurisdictional grounds to the Supreme Court if it loses below.

In granting the FCC leave to file another answer, the court brought out that it had reversed the Commission's denial of the *Courier-Post* application last March and followed that with an order instructing the FCC to grant a new hearing without requiring the *Courier-Post* to compete with seven other new applicants. This later order was vacated on the Commission's petition and on July 22 the FCC in a brief held that the court lacked power to issue a writ of mandamus or any other order "to direct and control the procedure of the FCC."

While the court said it had answered the jurisdictional argument adversely in both the Pottsville and Heitmeyer cases, and that it was not disposed to depart from its conclusions, it nevertheless observed that it had no desire to curtail the right of the Commission "to bring to our attention any new matter arising since the original hearing and out of which the appeal to this court grew."

TRADE BARRIERS
Brought Into Public View On New WHO Series

TO MAKE the public conscious of the various trade barriers created by certain States against one another, WHO, Des Moines, is carrying a series of special remote control broadcasts sponsored by the Council of State Governments, a non-partisan organization, and arranged by Ralph Evans, WHO public relations director.

The programs are designed to exchange experiences of States on legislative progress toward eliminating trade barriers, such as Iowa's five-cent tax on oleomargarine, which uses cottonseed oil from the South; Alabama's reciprocal restrictions on certain Iowa products, and Kansas' laws governing "ports of entry", which make it difficult for trucking concerns to transport certain kinds of merchandise into that State.

Governors, Congressmen and others speak on the series. On July 20 Gov. Cochran spoke from Lincoln, Neb., and WOW, Omaha, joined with WHO in carrying the talk. Rep. D. W. Peisen, of Iowa, spoke on the first two broadcasts in June. Gov. Stark of Missouri spoke from Jefferson City July 6, his talk being carried by KWOS as well as WHO, and transcribed for later rebroadcast over WOC, Davenport.

FCC Files Appeal In Supreme Court

Review of Pottsville Ruling By Appellate Court Asked

THE FIRST of a series of efforts to have the U. S. Supreme Court pass on fundamental questions in radio law was undertaken Aug. 5 by the FCC with the filing of a petition for review of the decision of the U. S. Court of Appeals for the District of Columbia in the so-called Pottsville case in which the FCC alleges usurpation of its functions.

Through Golden W. Bell, Acting Solicitor General of the United States, and William J. Dempsey, FCC general counsel, the highest tribunal was asked to review the action of the lower court in mandamusing the FCC to reconsider its denial of the application of Pottsville Broadcasting Co., for a new station in Pottsville, Pa., on the original record and with a new hearing. The FCC had denied the original application for the new local on the primary ground that it was not financially responsible and secondarily because the chief stockholder was not a local resident.

Power of the Court

The question, according to the FCC, was whether the lower tribunal has power to issue a writ of mandamus to compel the Commission to reconsider the Pottsville application on the original record and without regard to the subsequent applications. The Pottsville application was for 580 kc., with 250 watts daytime. Schuylkill Broadcasting Co. subsequently filed for the same facilities in Pottsville, as did the Pottsville News & Radio Corp., with the examiner approving a grant to Schuylkill.

The FCC contended the opinion "exceeds the statutory powers of the court below, that it is an unwarranted invasion of the administrative field, and that it overrides the basic purpose of the licensing requirements of the Communications Act of 1934."

The petition brought out that the lower court's action in granting the writ might have been influenced by the belief that Pottsville was "first in the field", and therefore should receive priority over subsequent applications. The decision, it was contended "is at war with the basic purpose" of sections of the Communications Act "and will seriously hamper the FCC in its administration of that Act".

ASCAP Case Deferred

AT THE request of County Attorney Edward T. Dussault, hearing on the plea for a permanent injunction against ASCAP, restraining it from doing business in Montana until it has complied with the state anti-monopoly laws, was continued by Judge Ralph L. Arnold, of the Montana State Court at Missoula, from Aug. 2 to Oct. 18. The County Attorney stated that jurisdiction over all the defendants named in a criminal action including ASCAP and the major networks which was directly associated with the injunction proceeding had not been obtained by the state. Because of that, Mr. Dussault said the prosecution desired the continuance until full jurisdiction could be obtained [BROADCASTING, July 1].

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Wrong Emphasis

RADIO has embarked upon the most important economic battle of its harried history. It isn't because a few dollars, more or less, in ASCAP's jeans mean life or death to the broadcasting industry, or because the NAB's nerves are jangled over ASCAP's cute little game of hide and seek—a game which it now has overplayed.

The real issue is the salvation of the industry itself against tribute seekers of every ilk. ASCAP was the first to discover radio as an easy mark, when it got its 1932 contract based on a percentage-of-gross station receipts. It worked the same deal in 1935, and wants to do it again. Then along came the rest of the hungry horde, prepared to pick the business clean, because ASCAP proved it a sucker.

The deal the industry makes with ASCAP—or without it—unquestionably again will be the bellwether for other groups which feel they have something to sell radio. The industry cannot afford another gross percentage contract for ASCAP's music any more than it can afford to pay a fixed portion of its income percentage wise for the right to use recordings, transmitters, microphones, chairs, electric light bulbs or pencils—just as essential in the maintenance of station operations.

In the amusement press and in deftly phrased ASCAP releases, there has been much din and clatter about radio seeking the products of the brains of composers *gratis*. The emphasis has been misplaced. Radio is seeking only the right *to pay for what it uses*—to pay royalties, whatever the amount, on programs using ASCAP's music. Since ASCAP refuses to deal, the NAB was left no alternate but to take the course it has taken.

Tin Pan Alley will ridicule (as it has already) the plan for building an industry music supply. That will require money, resourceful planning and stout resistance to be accomplished by Dec. 31, 1940, when present contracts expire. But radio is an amazing industry, with a righteous cause, notwithstanding ASCAP's wailings about the downtrodden composer and the poverty-stricken publisher, both of whom keep physically fit by incessantly hounding stations to perform their numbers and thereby increase their royalties.

Neville Miller's plan of action, and his call for a special convention in Chicago, is far from being an impulsive gesture. The industry hasn't lost its head. It knows where it is going. All branches have decreed in favor of a "pay-as-you-use" basis.

The Copyright Committee was fortunate in procuring Sydney M. Kaye, able New York attorney and copyright expert, to direct the development of the industry plan. Thoroughly acquainted with the music field, he is an ideal selection for that all-important assignment.

At the Chicago special convention, stations will be called upon to pledge financial support to the new venture to develop new and independent sources of music. The pool may require contributions of something more than $1,000,000, possibly several times that. Because the stakes transcend the ASCAP issue alone, (what with the musicians, recording manufacturers, performing artists, and union groups on the sidelines) broadcasters must be prepared to follow through. Otherwise a new plague of percentages will follow.

Log-Jam

PERHAPS without realizing it, the FCC has placed a staggering if not an unreasonable burden upon broadcast stations in the new rule [3.90 (a) (2)] requiring maintenance of detailed program logs, which became effective Aug. 1.

We do not question the Commission's motive, in its zeal to procure all possible data on station operation, in asking for what amounts to a minute-by-minute breakdown of daily operations. But while the larger stations can comply with the requirements, because they can gear their operations to the increased burden, smaller units are experiencing difficulty. The yardstick should be what the regulations do to "Uncle Ezra's five-watter", as a minimum standard. It is safe to say that the majority of the stations, in order to comply with the letter of the rule, will have to hire additional help, which many can ill afford.

The most burdensome of the log requirements deals with the listing in full detail of each phonograph record performed. While a code number can be used, under an FCC interpretation produced through an inquiry by the NAB, the task nevertheless is a prodigious one. A listing would be required each three minutes (the average length of a record) together with time, sponsor, title and time of mechanical recording announcement.

In this issue we publish a sort of composite log which would yield the information sought under the FCC rule. In so doing, we do not wish to be understood as endorsing the FCC's log requirements. It is done in an effort to be helpful, inasmuch as the log requirements are now a part of the official regulations. But it is significant that anywhere from 5 to 25 such large log sheets, depending upon the magnitude of the station's schedule, might have to be filled out each day. The burden unquestionably would be onerous on stations broadcasting recordings on a daily schedule such as in participating programs, where the control operator not only handles the turntables but will have to make log entries.

The record listing requirement, we learn, grows out of the receipt of complaints that some stations have been broadcasting "shady" records that might be regarded as obscene. Moreover, the FCC wants to check on stations broadcasting "too many" records, when they have promised at hearings or have stated in their license renewals that diversified service would be or is being rendered.

Instances of obscene record broadcasts are rare. They are more likely to occur in ad lib "live" broadcasts, and even then are rarities. Then why should the FCC require stations to supply this type of data when it professes it has no program censorship designs?

We feel confident the FCC does not want to be unreasonable in its program log demands. Steps already are being taken to bring the inequities of the requirements to its attention. An informal conference, or a formal hearing, if necessary, should be sought promptly to ameliorate the situation and relieve the hardship upon stations that can least afford it.

Goose Eggs

NO RUNS, no hits, no errors, out of a flock of times at bat rather aptly describes the performance of the late lamented session of Congress, insofar as the broadcasting industry is concerned.

Yet there were several pinches in which real damage might have been done but for the awareness of the industry, and the follow-through of enlightened members of both House and Senate who would not be stampeded. Until practically the eleventh hour there was danger of ratification of the International Copyright Treaty, which would have imperilled all users of copyrighted works had it gone through without accompanying legislation to protect them. That was the serious threat.

But there were other legislative moves hitting at the broadcaster's pocketbook which likewise were effectively blocked. These included the bill of Senator Johnson, of Colo-radio, to ban the advertising of beer, wines and liquor over the air, while permitting such accounts to continue their unrestricted use of white space. This bill constituted rank discrimination against radio. It was pigeonholed.

All of the bills and resolutions introduced during this session—including resolutions to investigate the industry and the FCC, to put the Government in the broadcasting business by authorizing a shortwave international broadcast station and to ban particular commodities from the air—do not die. They remain for consideration of the next Congress, which is the second session of the 76th.

The fact that no one reached first base on anti-radio legislation at the session just ended, despite the rabble-rousing efforts of anti-radio groups, is significant. It proves that the thinking members of Congress who have no axes to grind are acquainted with radio's status as a business and a profession, and that they have at last come to realize radio should not be subjected to the political tugging and hauling which has been its lot in the past.

We Pay Our Respects To —

JOSEPH HERBERT HOLLISTER Jr.

ASIDE from the bursting enthusiasm which is his most marked characteristic, genial Herb Hollister, general manager and part owner of KANS, Wichita, is one of the few broadcast executives who can operate a station single-handed. He can build and install equipment, create programs, announce them, sell accounts, ride the gains and even answer the phone—and in his earlier days in broadcasting, he relates, he had to do all these.

Having risen from the amateur ranks and having run the gamut from engineering to management, Herb Hollister is perhaps proudest of the fact that he not only holds a radiotelephone first-class license but also continues to maintain his pioneer "ham" station (W9DRD) which he operates from his home. In fact, it was as a "ham" back in 1914 that he cut his first teeth in radio.

Herb Hollister is one of radio's most popular executives because of the essential good nature that goes with the vitality, the "pep and ginger", that he brings to everything he does. "Enthusiasm" is the word for him, and that enthusiasm is translated into the operation of his station, where community service is the byword. In the short space of a little more than two years since he brought KANS into existence, he has made that station an integral factor in all Wichita's community affairs.

Joseph Herbert Hollister Jr. (a full name he never uses, preferring to sign himself simply as Herb) was born in St. Louis Sept. 11, 1899, the son of a pioneer local automobile dealer. He was graduated from Kansas City's Manual Training High School in 1917, then spent a harvest season in the fields of northern Alberta. When the United States entered the war, he was raring to go and in April of 1918 joined the Marines. They made him a rifle coach and machine-gun instructor at Paris Island, S. C. and Utica, N. Y. He did not go overseas, not because he didn't try but because "you do what you're told to do in the Marines."

The war over, he got a job as a grain buyer in Kansas City, becoming the youngest member of the Kansas City Board of Trade. That lasted until 1922 when his brother Ed, a motor dealer in Emporia, Kan., with whom he had shared the boyhood hobby of amateur radio, asked him to come to that town and run the 50-watt WAAZ, then operating like so many other stations on 360 meters. Ed's firm took on radio set sales and the station's prime purpose was to furnish programs that the sets it sold might pick up. Very often, Herb recalls, he sold a radio set, then went on the air himself to give the buyer something to listen to.

The brothers Hollister gave up their radio license within a short time because there wasn't any revenue in broadcasting, and Herb took a job as salesman with a building and loan firm in Kansas City. All the while he continued "hamming".

In 1927 the Graybar office in Kansas City offered him a job handling appliance sales, which soon included transmitter equipment sales. As a sideline he started the Hollister Crystal Co., grinding crystals and making other gadgets, some of which have since become standard items in radio stations. This experience stimulated his desire to get back into the broadcasting field, and in 1931 he bought WLBF in Kansas City, Kan. (now KCKN). This he sold to the Capper publishing interests in 1936 when he went to Wichita to build the newly-authorized KANS, for which a local business man had obtained a construction permit.

Herb Hollister actually helped construct KANS and directed its growth to one of the livest local stations in the country, now boasting a staff of 25. Throughout his career, he maintained a sort of Damon and Pythias relationship with Don Searle, whose family operated KOIL in Omaha, now managed by Searle. The two have much in common, are the closest of friends and share like enthusiasms which have their chief outlets in radio. They are partners in the ownership of KMMJ, Grand Island, Neb., which they recently moved from Clay Center, Neb., and together they also own the weekly *Clay Center Sun* (for sale).

He was married in 1924 to Elizabeth I. Atteberry, of Kansas City, and they have one child, Herbert III, age 6. His hobbies, aside from his work, are his candid camera and sports, particularly hockey. He is one of the most proficient among the growing army of camera fans in radio. His enthusiasm for hockey has been expressed in Wichita's acceptance of the local team of the American Hockey Association. He swims well and was on the Kansas City Athletic Club's team for several years. He still takes the mike to announce sports events over KANS. He has served for several years on the NAB board, and when it was reorganized last winter he was the popular choice for director from his district. He also is one of the two "local" members of the NAB's executive committee.

Personal NOTES

THAYER RIDGWAY, formerly general sales manager of Don Lee Broadcasting System, Los Angeles, has been named general manager of Pacific Broadcasting Co., Tacoma. He also will be assistant to Carl Haymond, president. His post is newly created.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been named chairman of the entertainment committee of the Minneapolis Civic Council arranging the Northwest Fall Festival, to be held in October.

CLARENCE G. COSBY, who joined KXOK, St. Louis, last March after serving with KWK in that city for eight years as general manager, has been promoted from national sales manager to general sales manager of KXOK, succeeding Walter E. Weiler, resigned.

T. E. SHEA has been elected a director of Electrical Research Products Inc., effective Aug. 15, succeeding H. G. Knox, who has resigned because of ill health. Mr. Shea, formerly with Bell Laboratories, becomes director of engineering in charge of all technical activities in New York and Hollywood.

ARNOLD F. SCHOEN, publicity director-announcer of WSYR, Syracuse, has been named head of the station's newly created service department. He will relinquish his announcing duties and devote full time to promotion, advertising, publicity and merchandising.

GUY LADOUCEUR, sales manager of WCOU, Lewiston, Me., has been promoted to manager, succeeding Bernard R. Howe, resigned. Elden Shute Jr., of the announcing staff, has been named production manager, replacing Roger Levenson, resigned. John Libby has been added to the announcing staff.

JOHN F. MERRIFIELD, farm editor of WLW, Cincinnati, recently was named secretary, and Powel Crosley Jr., president of the Crosley Corp., and George C. Biggar, WLW rural program director, were named members of the newly formed Ohio Chemurgic Commission.

RALPH L. POWER, American representative of Macquarie Network, Sydney, leaves Los Angeles Aug. 16 aboard the liner *Mariposa*, on a four-month business trip to Australia and New Zealand. He was honored guest at a farewell dinner given by the Radio Breakfast Club in Hollywood on Aug. 14, attended by more than 75 southern California writers, producers and transcription executives.

GEORGE I. MacLAREN, former production manager of Atwater Kent Mfg. Co., Philadelphia, and more recently factory manager of RCA Mfg. Co., Camden, has been named production manager of Zenith Radio Corp., Chicago.

ART CROGAN, onetime commercial manager of WDGY, Minneapolis, now with WTOL, Toledo, has returned to his desk following a seven-week trip through the West which took him to Grand Canyon, Yosemite and the San Francisco Exposition.

ART LINICK, vice-president of WJJD, Chicago, has returned to his desk following a long illness.

W. W. (Bill) BERHMAN, manager of WBOW, Terre Haute, Ind., is recovering from an appendectomy performed almost immediately after his return from a cruise in Lake Ontario.

RICHARD A. RUPPERT, who several months ago became promotion manager of WSAI, Cincinnati, on Aug. 8 passed the Ohio state bar examination. He studied law at the Cincinnati YMCA Night Law School during the last four years and was graduated last June with highest honors.

CARL WHITEMAN, vice-president of General Foods Corp., and of its subsidiary, General Foods Sales Corp., will resign Oct. 1 to head his own organization specializing in the merchandising and marketing of grocery products.

LEONARD LEWIS, vice-president of Spot Film Productions, New York, in charge of radio and television, has resigned. He has announced no future plans.

G. DARE FLECK, traffic manager of KDKA, Pittsburgh, recently was named educational director of the station by Manager Sherman Gregory. Routine traffic details will be handled by Mr. Fleck's assistant, Betty Fisley, although he will continue as traffic manager also.

BARRON HOWARD, business manager of WRVA, Richmond, Va., is the father of a girl born recently.

WALTER BEADELL, of the sales department of WOWO, Fort Wayne, Ind., is the father of a boy born recently.

KEN MEEKER, former CBS page boy, has been made a regular member of the network's announcing staff.

MARION DIXON, of the sales staff of KGVO, Missoula, Mont., on July 27 married Violet Long.

ED KEMBLE, in charge of the KHJ, Los Angeles, advertising service, is the father of a girl born July 26.

BURRIDGE D. BUTLER, owner of WLS, Chicago, and KOY, Phoenix, is on a camping trip in the wilds of northern Arizona, in company with George Cook, business manager of WLS.

JOHN HOGG, new to radio, has joined KOY, Phoenix, as account executive.

WILLIAM KOSTKA, manager of NBC's press division, is the father of a son, his second, born Aug. 4.

COMPLETE testimony of David Sarnoff, RCA president and NBC board chairman, before the FCC network inquiry Nov. 14, 1938, and May 17, 1939, has been published in a 110-page book just issued by RCA Institutes Technical Press. It is titled *Principles & Practices of Network Radio Broadcasting.*

BEHIND the MIKE

MARTIN GOSCH is resigning as a CBS writer and producer the end of September, when he will go to Hollywood for the resumption of the *Melody & Madness* series, sponsored by P. Lorillard Co. for Old Gold cigarettes on NBC-Blue, which Gosch produced last year. He will continue to handle the series through its next season. When the program returns to New York later in the fall, Gosch plans to go into partnership with a radio writer to build radio programs, which will be offered for sponsorship through an outside agent. A West Coast office probably will be opened later. Gosch has been with CBS for two years, but for a year he has been engaged chiefly in outside work.

DONALD RALPH, announcer of KGDM, Stockton, Cal., has been named program director of the station.

MERVIN CLOUGH, news director of KFYR, Bismarck, N. D., will speak on "Radio and the Weekly Press" at the summer session of the State Press Association in Bismarck Aug. 25. He was invited to speak as a result of his new program, *The Weekly Press*, featuring editorial quotation from papers of the state.

AL SHEEHAN, manager of the artist bureau of WCCO, Minneapolis, has been named director of entertainment of the Minnesota State Fair, to be held Aug. 26-Sept. 5. Last year Sheehan was drafted for the job just before the Fair opened, when the previously appointed entertainment head died suddenly. The Fair board this year unanimously petitioned WCCO for loan of his services again.

JOHN HAYES, assistant production manager of WOR, Newark, has been commissioned a lieutenant in the U. S. Army Reserves.

RUBY CARPENTER, of the continuity staff of KMA, Shenandoah, Ia., has announced her coming marriage to Carl Upp, of Duluth, Minn.

FRED DAIGER, formerly of WGST, Atlanta, has joined the announcing staff of WAPI, Birmingham.

MASON DIXON, formerly of WCSC, Charleston, and WFBC, Greenville, S. C., has joined the announcing staff of WNOX, Knoxville.

PHIL McKERNAN, new to radio, has been added to the announcer-operator staff of KRE, Berkeley, Cal., for the vacation season.

GEORGE T. CASE, formerly of WRAL, Raleigh, has joined WING, Dayton, as production manager.

BERT BUZZINI, formerly with KYA and KJBS, San Francisco, is now on the KPO-KGO announcing staff.

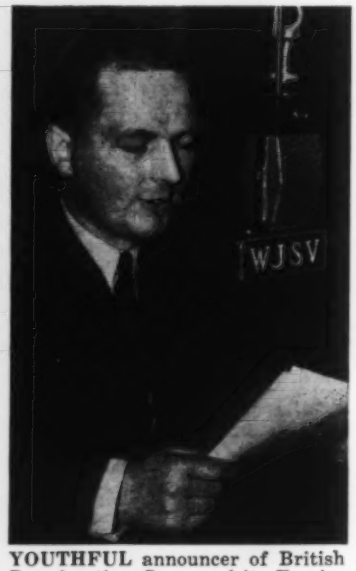
SPENCER ALLEN, announcer of WGN, Chicago, is the father of a boy born Aug. 1.

CHARLES PASWELL, Hollywood writer, has been assigned to the new CBS *Screen Guild* program, sponsored by Gulf Oil Corp., which starts this fall.

PHIL BOWMAN, producer of WBBM, Chicago, was recently given a watch by the cast of *History in the Making* in appreciation of his work on the CBS sustaining program.

JIM DRUMMOND recently joined KOMA, Oklahoma City, as news editor.

ROY COLLINS, WOR page boy and part-time song writer, has had two more numbers accepted for publication—"That Lucky Day" and "I Can't Get Them Blues from My Soul."



YOUTHFUL announcer of British Broadcasting Corp. and its Empire Service, Henry P. Strakey had an interesting day when he did a regular announcer's turn on WJSV, Washington, on Aug. 2. Strakey read commercials, did station breaks and time signals, and even read a Wheatie commercial during the ball game. He achieved a lifelong ambition in staging a quarter-hour swing program in the American manner.

CLIFFORD SHAW, staff pianist of WAVE, Louisville, has written a new song, "Moon", based on the poem of Alexander M. Watson, published recently by G. Schirmer Inc., New York, and sung during a Louisville recital a few weeks ago by Roland Hayes, well-known negro tenor. Schirmer's also have accepted another Shaw composition, a piano number, "Vienna Fragment".

ROBERT FERRIS, formerly of KFPT, Spokane, recently joined the news and special events department of KOMO-KJR, Seattle.

LAVINIA S. SCWARTZ, educational director of WBBM, Chicago, attended the Progressive Education Workshop held recently at Sara Lawrence College, New York.

ARTHUR RADKEY, of the educational department of WLW, Cincinnati, has been appointed instructor in radio continuity writing at the evening college of the University of Cincinnati, Director V. H. Drufner announced recently.

WALTER WINDSOR Jr., formerly newscaster of WOOD-WASH, Grand Rapids, has joined KFDA, Amarillo, Tex., as announcer on sports and news programs. He was previously with J. Walter Thompson, Hollywood, where he wrote for the *Chase and Sanborn Hour*, KFOX and KGER, Long Beach, and WTOL, Toledo.

KENNEDY LUDLAM, announcer of WOV-WBIL, New York, on Aug. 6 defeated Julio Occhiboi, musical director of the stations, to regain the golf championship of WOV-WBIL.

VERNON CRAWFORD has joined WIP, Philadelphia, as vacation relief announcer.

CHARLES VANDA, CBS western program director, confined to a Ft. Smith, Ark., hospital with influenza, directed the network broadcast of *Our Leading Citizen* at Van Buren, Ark., on Aug. 8 from his bed. Premiere of the film was sponsored by Paramount Pictures, and produced by Bob Hussey of that company's radio department.

ARTHUR FELDMAN of NBC news and special events department is recovering in Medical Arts Hospital, New York, after a throat operation.

JANET BAIRD, commentator at KPO-KGO, San Francisco, who recently received her pilot's license, has teamed with two fliers to open a flying school at the San Francisco Bay Airdrome, specializing in women students.

RUSSELL SINER, publicity-merchandising director of KSAL, Salina, Kan., has resigned to take charge of a newly organized publicity bureau specializing in industrial and travel accounts, with officers in Wichita, Kan., and Los Angeles.

HOWARD J. GREEN, Hollywood writer, has been signed by Young & Rubicam Inc., that city, to write dramatic portions of the weekly CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp., which resumes Sept. 24.

JACK WELDON, formerly assistant program director of WDBJ, Roanoke, Va., recently was named head of the station's program department.

DICK FISHELL, sports commentator at WHN, New York, is the father of a baby girl, born Aug. 1 at Park West Hospital.

ERNEST N. GEORGE, formerly of KMTR, Hollywood, has joined the KGER, Long Beach, Cal., announcing staff. Finis Bell also has joined KGER as announcer. He was formerly at KXA, Seattle, and KFIO, Spokane.

LUD GLUSKIN, CBS Pacific Coast musical director, Hollywood, has been signed to do music scoring for the Principal Productions film, "Everything's on Ice".

JEROME SCHWARTZ has resigned as continuity editor of KMPC, Beverly Hills, Cal., to join the CBS Hollywood writing staff.

WILBUR CORLEY, formerly of WDOD, Chattanooga, and WDAY, Fargo, N. D., has joined the announcing staff of WIND, Gary, Ind. His brother, Stan, is also a member of the WIND announcing staff.

Meet the LADIES

FLORENCE WALLACE

EVER SINCE May, 1926, Florence Wallace, manager of KXA, Seattle, has been in radio and she claims the distinction of being Seattle's pioneer woman radio executive. She started at KJR as a secretary shortly after graduating from the University of Washington. In 1927 she went with the old KPCB where she did programs and continuities until 1931. That year KXA engaged her to write continuities. In a reorganization in 1933 she became office manager. Three years later she was appointed station manager, the only woman on a staff of 11.

RUSH HUGHES, Hollywood commentator on the five-weekly quarter-hour *Langendorf Pictorial*, sponsored by Langendorf United Bakeries Inc. on NBC-Pacific Red, has completed a commercial short film, "The General Goes to Town". He is actor as well as commentator in the two-reeler.

DOUGLAS EVANS, KFI-KECA, Los Angeles, announcer, has been assigned by Columbia Pictures Inc., to portray the role of Francis Scott Key, composer of "The Star Spangled Banner", in a film to be released shortly. BOB MOSS of the NBC Hollywood staff has replaced Owen Crump as producer of the weekly half-hour *Grouch Club* sponsored on that network by General Mills (Corn Kix).

NAOMI F. REYNOLDS, KNX, Hollywood, music commentator, has been appointed national radio chairman of the National Federation of Music Clubs.

HOWARD SMILEY recently was named publicity director of KROY, Sacramento, Calif.

JIM O'NEIL, former newspaperman of New York, Chicago and other eastern cities and more recently of the KYA, San Francisco news staff, has joined KJBS, San Francisco, as news editor and newscaster.

WILLIAM TALLEY, announcer of KWG, Stockton, Cal., is reported recovering from a head injury suffered in an airplane crash some time ago.

BILL BALDWIN, announcer of KSFO, San Francisco, recently resigned to become publicity director of the Roller Derby, currently running in San Francisco.

DAVID BRADLEY, formerly a member of the production staff of KYA, San Francisco, has resigned.

FLORENCE BALLOU, formerly assistant in the program department of WICC, Bridgeport, Conn., has been named program director of the station, succeeding Judson LaHaye Jr., recently appointed WICC supervisor in New Haven.

JIMMY VANDIVEER, KFI-KECA, Los Angeles, special events director, is the father of a 7-pound girl born July 26.

RICHARD WESTBROOK, head of Allied Representation Co., Chicago, is the father of a boy born July 28.

PEGGY KNOCHE, secretary of Wythe Walker & Co., Chicago, was married recently to Edward M. Dreis.

Paul Francis Morgan

PAUL FRANCIS MORGAN, 41, who retired from the managership of WHBC, Canton, O., last March, and his wife and six-weeks-old son died by suffocation from smoke and heat in a fire which swept their Canton home July 26 and trapped them in a second floor bedroom. Mr. Morgan from 1927 to early 1938 was with the *Canton Respository*, Brush-Moore newspaper which owns WHBC, and was successively reporter, assistant advertising manager, advertising manager and business manager of that newspaper. He quit WHBC after less than a year due to ill health.

Harold B. Porter

HAROLD BENNET PORTER, 43, Hollywood radio producer and cameraman, was found dead in his home July 30, from what police describe as a self-inflicted gunshot wound in the head. He is said to have been despondent over finances and failure to find a sponsor for his radio program, *Handy Kink*.

EDWARD D. PORTER, 58, well known Hollywood radio and stage actor, died in that city July 29. He had been an invalid for the last year, following a paralytic stroke.

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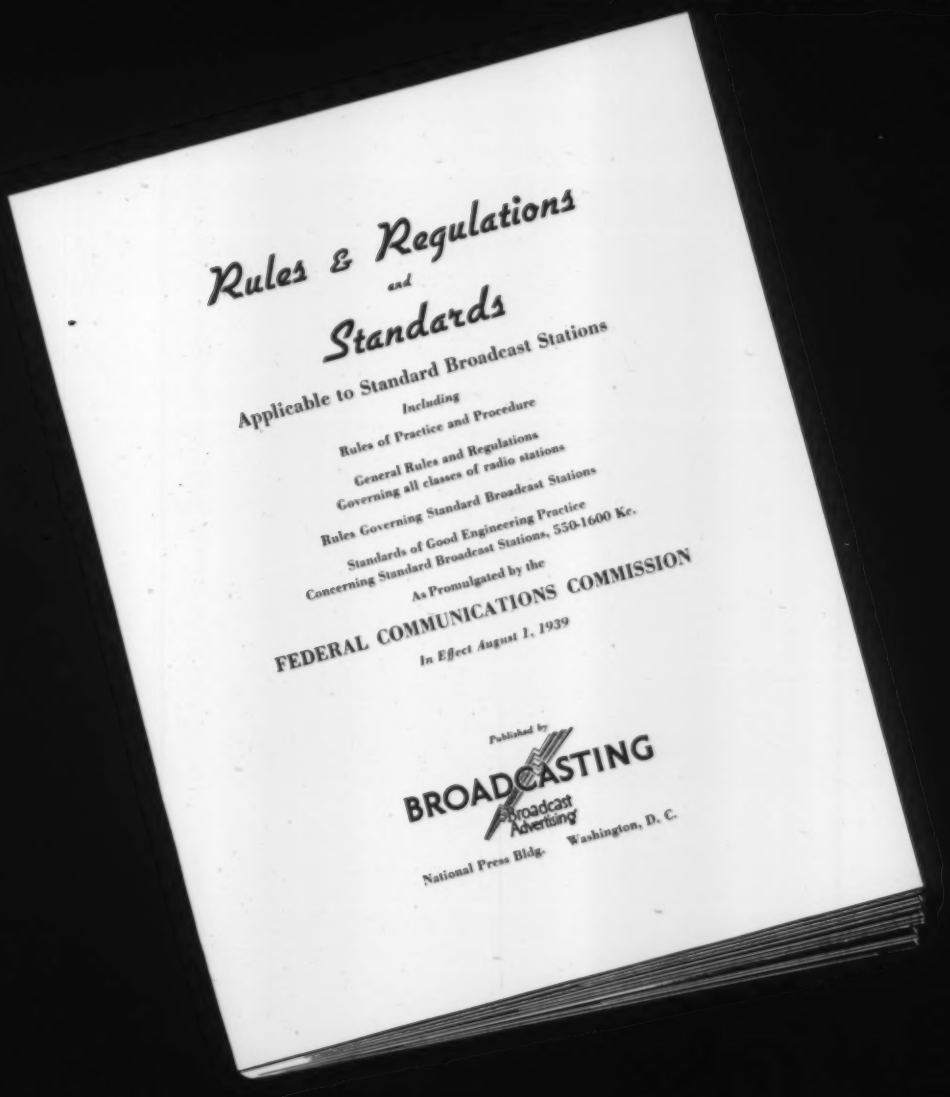
In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy, 60¢ ☆ 2 or more Copies, 50¢ each ☆ **72 pages**

Purely PROGRAMS

SIX labor leaders and six captains of industry will give their views on national problems of economic and industrial importance in a new series on NBC, *America Unlimited*, broadcast in cooperation with the U. S. Department of Labor. The series, on NBC-Red each Friday from 10:30 to 10:45 p. m., began Aug. 4 with William Green, president of AFL, as the first speaker, followed each week by alternating representatives of CIO and AFL. The industrial leaders, who will speak on the six concluding programs, have not been announced.

* * *

Mayor and Citizens

KOY, Phoenix, has introduced a novel public service program for the summer months. It is titled *The Phoenix Forum*, and each week Mayor Walter J. Thalheimer of that city plays host to a studio audience of prominent citizens who informally discuss civic matters with him. A different city department head is special guest during the broadcast, and the entire half-hour program is built around that particular division of the city government. Jack Copeland, KOY news editor, supervises the program.

* * *

For Drivers' Beefs

TRAFFIC violators who feel that their fines are unjustified have an opportunity to air their "beefs" during the weekly quarter-hour *Traffic Tribunal* on KECA, Los Angeles. Program is presented under auspices of the Los Angeles Police Dept. Accident Prevention Bureau. Traffic violators are invited to send in their "beefs", and a different officer of that bureau each week explains justification of the fine.

TROUBLED KIDDIES
Provide Material for a New Don Lee Program

IT MIGHT be called a tearjerker by the sophisticates, but there is nothing maudlin in the social service aspect of *Nobody's Children*, a program which started July 2 on KHJ, Los Angeles, and now is being piped each Sunday, 1:1:30 p. m. (PST), to the Don Lee and MBS networks. Originated and conducted by Walter White Jr., former Broadway actor, the program is based on case histories of children whom circumstances have placed in orphanages or institutions.

The program is a sustainer and is presented as an educational feature. It does not seek homes for the children, but rather presents their problems, especially in relation to the adoption laws of the various States. The idea is that listeners will take their own steps in adopting youngsters or interesting themselves in child welfare work. The Los Angeles Children's Home Society is the originating point of each program. While children are brought before the microphone, their cases are not discussed in their presence.

The whole atmosphere is one of sympathy and understanding, with Georgia Fifield playing the role of a social worker and Hal Crane writing the scripts. A highly favorable reaction from social welfare agencies has been reported.

Workaday Glamour

NEW YORK'S most glamorous working girl is being sought by Zeke Manners, in a contest in connection with his twice-daily broadcasts on WHN, New York. Picking the most glamorous housemaid the first week, waitress the second and so on through seamstress, manicurist, telephone operator, Zeke will conduct his grand finale in September, the winner to be given a silver placque, evening clothes and a trip around town escorted by two of the city's most eligible bachelors.

* * *

Boosting Civic Industry

WITH musical background by a 125-voice choral group drawn from among employees of 75 different St. Louis firms, the recently expanded weekly half-hour, *The Onward Road*, on KMOX, St. Louis, features "witnesses" for management, workers and consumers, who gather in a radio courtroom to exchange ideas, bringing out in their "testimony" a composite picture of the industry under examination and its service to the community.

* * *

Music of the Nations

RECORDED and live talent in Swedish, Danish and Norwegian music is featured on the new half-hour *Scandinavian Airs*, sponsored on KOWH, Omaha, by Allen Appliance Co. The program is remoted from studios in the sponsor's plant several days a week. The firm also participates in a daily program featuring music of Bohemian orchestra from the South Omaha studios of KOWH.

* * *

Immigrant Culture

FOREIGN-BORN American citizens, producers of foreign language programs on WBNX, New York, are interviewed in English on the station's new *Uncle Sam's Family* series, designed to give native Americans an insight into the cultures these people have brought to America from other lands.

* * *

Read Your Paper

CATCHY title is *Read Your Paper*, a Monday evening series on WIND, Gary, Ind., given under auspices of the University Broadcasting Council, Chicago. Recent program featured Dr. Curtis C. MacDougall, of Northwestern U. school of journalism, in a talk on "The Newspaper of the Future".

* * *

Hot or Cold

DESIGNED to appeal to either refrigeration or heating industries, the new fall half-hour feature, *Cold Facts*, of WEW, St. Louis, presents "climatic" information in keeping with the title against a musical variety background.

* * *

Food For Life

LISTENERS to Rosalind Sherman's broadcasts on WNEW, New York, are being asked to name the new all-glass room in a Broadway restaurant, with dinner for two once a month for life going to the winner.

Treat for the Kids

SIDEWALK and studio broadcasting technique are combined in the weekly half-hour *Sno-White Kid's Party*, sponsored on KVEC, San Luis Obispo, Cal., by the local Sno-White Creamery. Contestants must first register at the creamery on a week-day preceding the broadcast. Their names are picked from the register by lot. Uncle Dudley, who conducts the program, standing in front of the creamery, interviews from 10 to 15 boys and girls each week. During the interview broadcast, they are also requested to sing a song or recite a poem. After his performance, each child draws a card from a container. Its color determines the type of ice cream treat he receives as reward for participating in the broadcast.

* * *

Strictly Imitation

IMITATORS get their innings on the new weekly quarter-hour, *I Wish I Were*, on WWL, New Orleans. Once a week the name of some well-known artist, actor or character—like Bing Crosby, Katherine Hepburn or Donald Duck—is announced along with details of the competition. Would-be imitators appear on the following week's program, where they are interviewed by Announcer Don Lewis, with Ray McNamara assisting at the piano. Five dollar prizes go to winners of each program.

* * *

Cops and Blotters

BROADCAST daily from the office of the local chief of police, the new quarter-hour *Police Blotter* on KOH, Reno, Nev., presents police officials describing the operation of a police department, descriptions of criminals known to be operating in the vicinity of Reno, and tips on how to avoid auto thefts, house breaking, thievery and other petty crimes.

A RING-TAILED tooter was the recent four-day Diamond Jubilee commemorating the discovery of gold in Last Chance Gulch, now the main street in Helena, Mont. KPFA, Helena, kept pace with the whole proceeding, during which thousands jammed the downtown district day and night, with microphones installed on the street and in the civic center auditorium. All bearded up for the occasion, and decked out in Western regalia, as required of all Helenites, were KPFA's announcer-commentators, Willis Green (left) and Ernest Neath, pausing for a moment here in the midst of their interviewing and describing.

Peck of Trouble

A NEW kind of radio "interference" was recently experienced at the KOY, Phoenix, Ariz., transmitter when a woodpecker flew down the chimney, battered off the tin cover of a stovepipe hole and winged its way around the room. It banged into delicate tubes and costly mechanism for 15 minutes before Hal Lines, operator on duty, armed with a broom, could chase it out a window from which the screen was hastily removed. A terrific smoke bomb of soot was left behind by the invader.

Free Nights Out

TICKETS for a Broadway hit show and a table at a night club go to the two couples sending in the best answers to questions asked on *Where Do We Go Tonight?*, Friday evening program on WEVD, New York. In addition to the quiz, program also includes an interview with out-of-towners, in a hotel lobby, to determine what the average visitor is looking for in New York and his reaction to what he sees there.

* * *

Repeat Programs

A NEW five-weekly half-hour program idea has been inaugurated by Harrison Holliway, general manager of KFI-KECA, Los Angeles, on the latter station. Titled *Encore Theatre*, and directed by John I. Edwards, production manager of the stations, the series features repeat broadcasts of two shows each week. Repeat programs are *Broadway Memories* and *Blue Horizon*, both featuring Claude Sweeten's orchestra and vocalists.

* * *

WOR Farm News

A NEW service to the farmer is offered by WOR, Newark, on its early morning *Farmers' Digest* conducted by Joe Bier. Each morning at 6, Bier gets the current commodity prices on the New York market, together with sidelights of the day's prevailing supply and demand, direct from the Department of Agriculture. This information, enabling the farmer to gauge market trends, has never previously been available before noon.

* * *

Discussing the News

FRIENDLY discussion of today's problems is featured on the weekly half-hour *Round Table* program of KMTR, Hollywood. Seated around the microphone in the KMTR News Bureau, three different prominent Los Angeles business men each week informally discuss a subject. Newsroom atmosphere prevails throughout the broadcast, with Clete Roberts, station news editor, presiding.

* * *

Listeners Speak

B. S. BERCOVICI, news commentator of WINS, New York, is conducting a new weekly program *Talk & Back Talk* to allow listeners to voice their opinions. The audience is invited to send in letters discussing some topic Bercovici has mentioned, the authors of a few of the best letters to receive an invitation to appear on the program.

CBS, Reynolds, Cantor And Gordon Defendants In Pacific Coast Action

CBS, R. J. Reynolds Tobacco Co. and Eddie Cantor, who was sponsored by the latter concern on the network, were named co-defendants in a $751,000 damage suit filed in Los Angeles Superior Court in late July by Charles Gollob and his wife Elsie, as aftermath of an altercation March 27, following the comedian's broadcast. Bert Gordon, the "Mad Russian" of Cantor's program, was named as a fourth defendant in the suit.

The couple ask $500,000 general damages, $250,000 punitive damages and $1,000 to cover medical expenses. Complaint charges that Gordon and other persons attacked the couple outside the CBS Hollywood studios, inflicting cuts and bruises on Gollob and facial and possible internal injuries to his wife. The Gollobs declared the attack was unprovoked. According to the complaint, the Gollobs attended the broadcast, followed all instructions to applaud, and were leaving the studio after the program when accosted by Gordon and his "bodyguard".

As they left, Gollob, according to his complaint, stated he was not interested in the political program that followed Cantor's broadcast. The alleged attack by Gordon followed. Gollob declared he and his wife left the program because they objected to Cantor's jokes about Adolf Hitler and other dictators solely on ground that "they were ancient and not funny gags". Immediately following the attack Gollob unsuccessfully sought a battery complaint against Gordon.

Conn Sues Benny

HARRY W. CONN, Hollywood gag-writer, has filed a $65,000 breach of contract suit in Los Angeles Superior Court against Jack Benny, radio and film comedian. Conn contends he entered into a contract with Benny to write the comedian's gags for 39 weeks. Conn asserts the contract called for his receiving 5% of Benny's salary while the comedian used any of the material. Since expiration of the contract, according to the complaint, Benny has continued to use certain characters and dramatic situations created by the plaintiff and which have become nationally known. Conn estimates that since 1935 Benny has earned about $1,170,000 on the radio and an additional sum in pictures. He asks judgment for 5% of these earnings.

NBC Series Starts

STARTING date on NBC's new series of talks by British and French statesmen [BROADCASTING, Aug. 1] was moved up from mid-September to Aug. 8, when the series was opened by Winston Churchill. Athony Eden, previously scheduled as the opening speaker, will be heard later in the series, which will feature British speakers on Tuesdays, French on Thursdays. Other speakers will include Leon Blum, former premier of France; M. Yvon Delbos, former French minister of foreign affairs, and Lord Duff Cooper, former British privy councillor and member of Parliament.

TALKING IT OVER with a local chinchilla keeper holding $1,600 worth of chinchilla in his palm, and who has charge of $50,000 worth of the little creatures, is Howard Chamberlain (right), of KLZ, Denver, during one of a weekly series of interviews originating in various rural business centers around Denver. On another assignment Interviewer Chamberlain picked up a splash-by-splash interview, recorded by the KLZ mobile unit, with some real mountain trout during a visit to a Colorado fish hatchery.

PRISONERS RIOT
As WREN's Miscreant Mouse Gets the Hot Seat

WHEN a curious mouse wandered into a maze of tubes and wires in the transmitter of WREN, Lawrence, Kan., during the recent broadcast of the Conn-Bettina fight, he not only short-circuited the high-voltage terminal board of the exciter, electrocuted himself, and forced the station off the air, but also started a near-riot among inmates of the Kansas State Penitentiary in Lansing, about 40 miles away.

Inmates were listening to the broadcast from their cells over the prison's public address radio, which was tuned to WREN. When the rodent brought on the abrupt shutdown, the prisoners became angry, thinking guards had turned off the radio in the middle of the fight. Their shouting and confusion was quieted only when the mouse had been removed and the fight broadcast resumed.

KFH Appeals Decision Moving KFBI to Wichita

AN APPEAL from the decision of the FCC granting KFBI, Abilene, Kan., authority to remove to Wichita, was filed with the U. S. Court of Appeals for the District of Columbia Aug. 1 by KFH, Wichita. Through counsel John M. Littlepage and William A. Porter, KFH held there was no need for the proposed service in Wichita and that the advent of KFBI would result in curtailment of revenue and impairment of its service. KFBI operates on 1050 kc. with 5,000 watts, limited time.

In addition to specifications of alleged error in the Commission's decision, KFH contended that Lester E. Cox, midwestern broadcaster who at the hearing testified he would acquire one-third of the station stock, since had canceled this contract, changing the facts. Moreover, it held that since the hearing, KRLD, Dallas, on the adjacent 1040 kc. channel had increased its power from 10,000 to 50,000 watts.

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S. I. Posner Joins Segal Law Office

Economist and Labor Expert to Handle Administrative Practice

STANLEY I. POSNER, Government economist and labor expert, on Aug. 1 joined the law firm of Paul M. Segal, Washington attorney, where he will specialize in administrative practice before Government departments and agencies. Mr. Posner, a member of the bar, during the past year directed an analysis of labor union agreements for the U. S. Department of Labor. His association with the former Radio Commission counsel marks an innovation in radio practice, and was occasioned largely by the growing importance of labor and other contractual problems involving broadcast stations and various union organizations.

Mr. Posner

During the last three years Mr. Posner has been connected in several capacities with the Labor Department. From 1936 until 1938, he was the Department's referee under the Bacon-Davis Act, and conducted public hearings to determine prevailing wage rates for Federal construction in New England. He was associated with the NRA in various economic and research capacities from 1933 through 1936, having been chief economist and chief of the coordinating branch of its Compliance Division. He also served with NRA successively as senior statistician, economic advisor to the President's Reemployment Policy Board, and special assistant to Leon Henderson, now a member of the Securities & Exchange Commission.

A graduate of Amherst College, Mr. Posner was awarded tuition scholarships for the entire four years. He graduated magna cum laude and is a Phi Beta Kappa. Receiving his M.A. degree from the University of Chicago in 1932, he took graduate work in economics and statistics. He was associated with Brookings Institution, Washington, as a research fellow in 1932-33, having been awarded a fellowship to continue research in money and banking.

Mr. Posner was graduated from Harvard Law School with a Bachelor of Laws degree as a cum laude student. He studied administrative law under Felix Frankfurter, now Supreme Court Associate Justice, and also specialized in labor law, Government regulation of business and taxation and corporation finance.

Seek Brockton, Mass., Outlet

A NEW 500-watt daytime station on 1160 kc., in Brockton, Mass., is sought in an application filed with the FCC Aug. 4 by Old Colony Broadcasting Co. President of the company is Rudolph Wyner, president of the Shawmut Woolen Mills. Vice-president is Mark L. MacAdam, chief engineer of the Brockton police radio system. Vice-president and treasurer is C. A. Lovewell, of Sharon, Mass., now employed by the Yankee Network. Each holds 33 1/3% of the stock in the new corporation.

BEAUTY combines with brains in these lady aides at the Washington offices of the networks, who were photographed for BROADCASTING at a recent function. They are (l to r) Miss Ann Gillis, CBS Washington publicity director; Miss Phoebe Gale, NBC Washington press representative; Miss Madeline Ensign, program director of WOL, MBS capital key.

Jack Gross Is Selected KFWB Sales Manager

JACK O. GROSS, nationally known in radio and advertising and for 22 months general manager of the now non-existent KEHE, Los Angeles, has been appointed general sales manager of KFWB, Hollywood, owned and operated by Warner Bros.

Mr. Gross

Announcement of the appointment was made by Harry Maizlish, general manager of the station, on Aug. 15. Before taking over his new duties on Aug. 28, Mr. Gross will vacation with his family, visiting eastern radio centers. It is expected that Chet Mittendorf, present sales manager of KFWB, will remain with the station in an official capacity.

Mr. Gross has been in radio more than 16 years as announcer, producer, sales executive and general manager. For a time he was supervisor of the Southwest Broadcasting System and left that organization in 1933 to join KTBS, Shreveport, La. When that firm acquired KWKH he was named sales manager of both stations, remaining four years. He then joined Hearst Radio as general manager of KEHE, remaining until the latter station's frequency and facilities were acquired by Earle C. Anthony Inc., on Aug. 1 [BROADCASTING, Aug. 1] to replace those of KECA as the NBC-Blue network outlet in Los Angeles.

Wins Marconi Medal

OFFICIAL award of the annual Marconi Memorial Scholarship of the Veteran Wireless Operators Assn., was made to 16-year-old Robert Barkley on Aug. 12 by J. R. Poppele, chief engineer of WOR, Newark, and chairman of the awards committee. Robert T. Pollock, president of the American Institute of the City of New York, also participated in the ceremonies, which were broadcast on MBS. Scholarship is a two-year course at RCA Institutes.

FCC Officials Go West

SEVERAL officials of the FCC, including Commissioner Paul A. Walker, General Counsel William J. Dempsey, and Chief Accountant William J. Norfleet, will attend the annual convention of the National Association of Railway and Utilities Commissioners meeting in Seattle Aug. 22-24. There was the possibility that James L. Fly, incoming Chairman, also will attend the sessions. In Portland in connection with Bonneville Dam business, Mr. Fly indicated he might attend the sessions.

STRINGER PICKED FOR NAB CAMPAIGN

APPOINTMENT of Arthur Stringer, Chicago newspaperman and publicist long prominently identified with radio, for six-month tenure as coordinator of the NAB industry promotional campaign, was announced Aug. 9 by Neville Miller, NAB president.

To serve under the direction of Ed Kirby, NAB public relations director, Mr. Stringer will handle promotional activities designed to build audience and otherwise further public appreciation of radio. His first effort will be in connection with the change from Daylight to Standard Time on Sept. 24. He will carry on the work launched earlier this year in conjunction with the Radio Manufacturers Assn., designed to sell radio itself and featured by Open House Week last Spring.

Mr. Stringer for many years was identified with public relations work in Chicago, notably in the set manufacturing field. In 1937 he joined WLW-WSAI as director of sales promotion, but left soon after William S. Hedges resigned as vice-president to return to NBC. He is best known for the handling of publicity and advertising for trade shows of the radio manufacturing industry in New York and Chicago and is thoroughly familiar with the wholesale and retail receiver fields.

BOB EDGE, CBS fish and game commentator, has published a new 62-page booklet titled *1,001 Places to Fish* and covering the best fishing spots in this country and Canada. He has just returned from Wedgeport, Nova Scotia, where he caught a 570 lb. tuna, and he will be in charge of the International Tuna Tournament there Sept. 6-9.

WLW Appoints Biggar Acting Program Director

APPOINTMENT of George C. Biggar, WLW rural program supervisor, as acting program director to replace Owen Vinson, resigned, has been announced by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. Simultaneously Mr. Shouse named Harold Carr, WLW producer, as production manager.

Mr. Vinson, who came to WLW in 1937 as a producer, has been program director of WLW for more than a year. He leaves the station with his wife, Pauline Hopkins, to produce her serial shows in New York. Miss Hopkins is the author of *Midstream*, heard over the NBC network from Chicago, and wrote the *Mad Hatterfields*, for two years heard over WLW and for a year fed to Mutual.

Mr. Biggar joined WLW late in 1938 as director of its rural programs. He was formerly affiliated with WLS, Chicago.

E. Gardner Prime Leaves NBC for Own Practice

RESIGNATION of E. Gardner Prime, veteran member of the NBC New York legal staff, effective Sept. 1 to open a law practice in Washington, specializing in corporate, labor and tax matters, was announced Aug. 10. Mr. Prime will occupy offices with Philip J. Hennessey Jr., Washington attorney, in the Normandy Bldg. They will not be associated in a partnership, however.

Both Mr. Prime and Mr. Hennessey joined NBC in 1929 as assistants to A. L. Ashby, vice-president and general counsel. Several years ago Mr. Hennessey was transferred to Washington as NBC counsel, but subsequently opened his own office with NBC as a client. It is understood Mr. Prime also will be retained by NBC. Associated with Mr. Hennessey as his NBC assistant is John J. Hurley, former WRC-WMAL announcer, who is now a member of the bar.

Coincident with Mr. Prime's resignation, Mr. Ashby announced appointment of Robert D. Swezey as his successor in New York. A former attorney with the Federal Housing Administration, Mr. Swezey is a graduate of Harvard.

Neilsen Changes Posts

VICTOR F. NEILSEN, for many years general manager of CFCF, Montreal, has resigned to become general manager of the Richardson stations in Western Canada—CJRC, Winnipeg, and CJRM, Regina, along with shortwave stations CJRO and CJRX, Winnipeg. It is understood that Harry McLaughlin, general manager of these stations, has resigned.

Black Starts Service

IVAN BLACK, writer, reporter and publicist, recently in charge of publicity for the Federal Theatre Radio Division, will open his own publicity office at 1697 Broadway, New York, shortly after Labor Day. Black served as chairman of the committee in charge of the radio departmental at the recent American Writers' Congress in New York [BROADCASTING, June 15], first time radio has ever been officially recognized as a first rank artistic medium by the writers.

FCC Is Requested To Stop Coughlin

Birkhead Asks Silence Order; WCNW Claims Air 'Jammed'

FATHER Charles E. Coughlin, whose aggressive radio tactics have placed him in the forefront of controversial broadcasters, was the subject of two appeals recently addressed to the FCC.

One, urging that the radio priest be barred from the air because of his "inflammatory and inciting" broadcast of July 30, was sent by L. M. Birkhead, national director of the Friends of Democracy. The other, asking that the FCC investigate and stop the "jamming" of broadcast replies to Father Coughlin's broadcasts, was filed by WCNW, Brooklyn, charging interference with its weekly *Answering Father Coughlin* program, broadcast under the auspices of the American League for Peace and Democracy.

Termed Inflammatory

In his telegram to the FCC, Mr. Birkhead quoted the radio priest as having told his critics, "If you will not listen to reason, we will fight you in Franco's way if necessary. You will say this is inflammatory. It is inflammatory." Continuing that "the whole temper of Father Coughlin's speech was in a similar vein of provocation," Mr. Birkhead asked the FCC to "prevent Father Coughlin from the continued use of the wavelengths for his dangerously un-American purposes."

WCNW's complaint is that for several weeks listeners to its Saturday evening *Answering Father Coughlin* series have reported that the replies to the priest's remarks have been blotted out by a series of dots and dashes emanating from an unknown source. At first, the station said, it paid little attention, thinking the interference due to natural causes, but when it persisted week after week, and when listeners said the quotations of the priest's remarks came through clearly, with only the replies blotted out, the station decided to appeal to the FCC for relief.

At the headquarters of the American League for Peace & Democracy it was learned that the *Answering Father Coughlin* series scripts are being sent to branches of the organization throughout the country for use locally. Program was started Aug. 6 on WCKY, Cincinnati, and will be broadcast in Milwaukee this fall, it was said. Organization also currently sponsors a weekly *Voices of Peace* on WEVD, New York, and also has regular programs in Boston, Detroit and New Orleans and is frequently on the air in other cities throughout the country. Some of these programs are paid for by the local chapters of the League; others are carried by the stations as sustaining features.

Fight Season Starts

FIRST of the new series of fall-winter prizefights promoted by Mike Jacobs, to be sponsored exclusively over NBC-Blue by Adam Hats, will be the Aug. 22 match between Henry Armstrong and Lou Ambers, with Sam Taub and Bill Stern at the mikes. Other bouts scheduled are the Joe Louis-Bob Pastor fight from Detroit, Sept. 20, and Fred Apostili-Cerferina Garcia from Madison Square Garden Sept. 12.

Disclaims Censorship

(*Continued from page 30*)

may be a public offense, or as by their falsehood and malice they may injuriously affect the standing, reputation or pecuniary interests of individuals."

"In my estimation there need be no inevitable conflict between the censorship provision of the law and the Commission's established policy of interpreting public interest, convenience and necessity broadly enough to include consideration of program service," he continued. "Unless Commission regulation goes beyond mere supervision of technical operations, there can be no effective regulation in the public interest.

Broadcasters' Plaints

"Broadcasting stations and their managers sometimes state, when they do not want to take a certain program, that it is barred by the FCC, when, as a matter of fact, they merely want an excuse for not using that particular material. The Commission has issued no instructions or regulations and can not and does not require stations to accept any and all programs offered to them. Under the Act, broadcast stations are not deemed to be common carriers. Inasmuch as stations have the responsibility for selecting the program material to be used, they are within their rights in refusing programs if they choose, but they are not justified in asserting that the rejection is based upon any direction of the Commission."

"In the national and international broadcast fields, it is clear that the Commission has not and can not exercise any censorship," he concluded. "The voice that speaks in America must be the voice of free men and not the voice of despots. The Commission and the broadcaster serve public interest when they cooperate to maintain our free institutions and to develop radio as an instrument of real public service. The Constitution guarantees to all of us the right of freedom of speech, and Congress, in enacting the Communications Act of 1934, provided specifically that there should be no censorship in broadcasting. It is the solemn duty of the Commission to safeguard that sacred right."

Second Papal Honor

ONLY radio program to receive a papal blessing, which was given last December by Pope Pius XI, the *Ave Maria Hour* has been likewise honored by the new pope, Pius XII, who presented his benediction to the program in the form of a scroll which he gave to a group of pilgrims from St. Christoper's Inn, Franciscan monastery at Graymoor, N. Y., sponsor of the weekly broadcasts. Program, produced by Donald Peterson under the direction of Father Patrick, director of the monastery and refuge for homeless men, originates at WMCA, New York, for a live broadcast on Sunday afternoons on Intercity and Yankee networks, and is repeated by transcriptions on other stations throughout the country.

Something Doing!

- New silver price stimulates Utah mining activity—puts more men to work in mines, mills and smelters—boosts payrolls!
- Huge aqueduct project, 35 miles from Salt Lake City gets under way. More jobs—more payrolls!

In other words, business is looking up in the Salt Lake market . . . and people more than ever are looking to KDYL for entertainment and information with the spice of showmanship.

Showmanship, the key to KDYL's popularity, unlocks the door to many an extra sale for KDYL advertisers.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Vee Bee Service Co., Memphis (loans), 6 *sa* weekly, thru Cole & Co., Memphis.
Firestone Tire & Rubber Co., Cleveland, weekly *t*, thru Sweeney & James, Cleveland.
Modern Food Process Co., Philadelphia (Thrivo), 4 *sa*, thru Clements Co., Philadelphia.
Quaker Oats Co., Chicago (chicken feed), weekly *t*, thru Benton & Bowles-Chicago.
Ralston Purina Co., St. Louis (chicken feed), 3 *t* weekly, thru Gardner Adv. Agency, St. Louis.
Air Conditioning Training Corp., Youngstown, 2 *t* weekly, thru National Classified Adv. Agency, Youngstown.
Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 5 *t* weekly, thru Wade Adv. Agency, Chicago.
Potter Drug & Chemical Corp., New York (Cuticura soap), renewal *sa* series, thru Atherton & Currier, N. Y.
Mail Pouch Tobacco Co., Wheeling (chewing tobacco), renewal *sp* series, direct.
Lever Bros. Co., Cambridge, Mass. (Rinso), weekly *t*, thru Ruthrauff & Ryan, N. Y.
RCA Mfg. Co., Camden, weekly *sp*, direct.
Charles E. Hires Co., Philadelphia (beverage) renewal daily *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

WOR, Newark

Maltex Cereal Co., Burlington, Vt. (Maltex), weekly *sp*, thru Samuel C. Croot Co., N. Y.
Manufacturers Trust Co., New York (bank), weekly *sp*, thru McCann-Erickson, N. Y.
Quaker Oats Co., Chicago (cereal), weekly *sp*, thru Benton & Bowles, Chicago.
Pinex Co., Fort Wayne, Ind. (cough remedy), 6 *sp* weekly, thru Russell M. Seeds Co., Chicago.
Wheatena Corp., Rahway, N. J. (cereal), 3 *sp* weekly, thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

KOMA, Oklahoma City

Grove Laboratories, St. Louis (proprietary), 104 *sa*, thru Stack-Goble Adv. Agency, N. Y.
B. C. Remedy Co., Durham, N. C. (proprietary), 312 *sa*, renewal, thru Harvey Massengale Co., Atlanta.
Lea & Perrins, New York (meat sauce), 52 *sa*, thru Schwimmer & Scott, Chicago.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 *sa*, thru Morse International, N. Y.

WHKC, Columbus, O.

Si-Noze Laboratories, Chicago (sinus treatment), 3 *sa* daily, thru Gale & Pietsch, Chicago.
Healthaids Inc., Jersey City (Serutan), 5 *sp* weekly, thru Austin & Spector, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vaporub), 2 *sa* daily, through Morse International, N. Y.

Iowa Network

Miller Cereal Mills, Omaha, 26 *ta*, thru Driver & Co., Omaha (KRNT, WMT, WNAX).
Smith Brothers, Poughkeepsie, N. Y. (cough drops), 100 *sa*, thru J. D. Tarcher & Co., N. Y. (KRNT, WNAX, WMT).
Northwestern Yeast Co., Chicago, daily *sa*, thru Hays MacFarland & Co., Chicago (KSO, WMT).
Air Conditioning Training Corp., Youngstown, 2 daily *sp*, thru Weill & Wilkins, N. Y. (WMT, KRNT, KMA, WNAX).
Union Pacific Railroad, Omaha, 39 *t*, thru Caples Co., Los Angeles (WMT, KRNT, WNAX).

WFAA-WBAP, Dallas-Ft. Worth

Golden Peacock Inc., Paris, Tenn. (Bleach Cream), 130 *ta*, thru H. W. Kastor & Sons, Chicago.
Firestone Tire & Rubber Co., Akron (Firestone tires), 13 *t*, thru Sweeney & James Co., Cleveland.
McCormick Sales Co., Baltimore (tea, spices), 40 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
Texas Military College, Terrell, Tex., 72 *sa*, direct.
G. B. R. Smith Mills, Sherman, Tex. (flour), 312 *sa*, thru Gandy Adv. Agency, Dallas.

KNX, Hollywood

Reid-Murdock Co., Los Angeles (Monarch coffee), 6 *sp* weekly, thru W. B. Ross Adv., Los Angeles.
Borden Co., San Francisco (fresh milk), 10 *sp* weekly, thru McCann-Erickson, San Francisco.
Borden Co., San Francisco (evaporated milk), 6 *sp* weekly, thru McCann-Erickson, San Francisco.

WQXR, New York

J. B. Williams Co., Glastonbury, Conn. (Aqua Velva shaving lotion), 1 *sp* and 2 *sa* daily, thru J. Walter Thompson Co., N. Y.
White Rock Mineral Springs Co., New York (Q-9), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.

KRE, Berkeley, Cal.

Dr. Miles California Co., Los Angeles (Alka-Seltzer) series of *sa*, thru Associated Adv. Agency, Los Angeles, Calif.
B. F. Goodrich Rubber Co. (Goodrich-Silvertown tires) series of *sa*, direct.

WABC, New York

Bond Clothing Stores, New York (retail chain), 6 *sp* weekly, thru Neff-Rogow, N. Y.

WLS, Chicago

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Pinex Co., Ft. Wayne (cough syrup), 6 *sp* weekly, thru Russell M. Seeds, Chicago.
Quaker Oats Co., Chicago (Full O'Pep feeds), *sp* weekly, thru Benton & Bowles, Chicago.
Firestone Tire & Rubber Co., Akron, *t* weekly, thru Sweeney & James, Cleveland.
Mohawk Bedding Co., Chicago, *sp* weekly, thru Schwimmer & Scott, Chicago.
New York State Publicity Bureau, N. Y., 2 *ta* weekly, thru Barlow Adv., Syracuse, N. Y.
Lamont, Corliss & Co., N. Y. (Danya hand lotion), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Hamlins Wizard Oil, Chicago, 3 *sa* weekly, direct.
Pioneer Hi Bred Corn Co., Princeton, Ill., 6 *sa* weekly, thru R. J. Potts & Co., Kansas City.

WGN, Chicago

Wander Co., Chicago (Ovaltine), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Skelly Oil Co., Kansas City, 5 *t* weekly, 25 *ta*, thru Blackett-Sample-Hummert, Chicago.
Ice Cream Products Co., Chicago (Frizz), 6 *sa* weekly, thru BBDO, Chicago.
Bristol-Myers, New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KHJ, Los Angeles

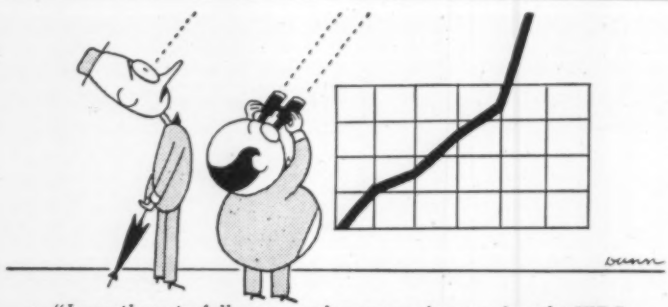
Healthaids Inc., Jersey City, N. J. (vitamin beverage), 3 *sp* weekly, thru Austin & Spector, N. Y.
Helm Bakeries, Los Angeles (home delivery), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.

KECA, Los Angeles

Flamingo Sales Corp., Los Angeles (nail polish), 7 *sa* weekly, thru Buchanan & Co., Los Angeles.
Eastern-Columbia, Los Angeles (chain dept. store), 11 *sp* weekly, thru Stodel Adv. Co., Los Angeles.

KFXM, San Bernardino, Cal.

Helm Bakeries, Los Angeles (home delivery), 3 *sp* weekly, thru Martin Allen Adv., Los Angeles.



"I use these to follow our sales curve since we bought WRC in Washington."

Pd. Adv.

WLW, Cincinnati

Firestone Tire & Rubber Co., Akron (tractor tires), 13 weekly *sp*, thru Sweeney & James Co., Cleveland.
Procter & Gamble Co., Cincinnati (Oxydol), 52 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnutoo, Ten Crown Gum), 10 *sa* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Skrudland Photo Service, Chicago (photo enlarging service), 5 *sa* weekly, 13 weeks, thru Newby, Peron and Flitcraft, Chicago.
Smith Brothers Co., Poughkeepsie, N. Y. (cough remedy), 4 *sp* weekly, 26 weeks, thru Brown and Tarcher, N. Y.
Beaumont Laboratories, St. Louis, (4-Way Cold Tablets), 2 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.
Sterling Products, Wheeling (California Syrup of Figs), 5 *t* weekly, 26 weeks, thru Stack-Goble Adv. Agency, Chicago.
Grove Laboratories, St. Louis (Bromo-Quinine), 2 *sp* weekly, 22 weeks, thru H. W. Kastor & Sons, Chicago.

WHN, New York

Silver Pine Mfg. Co., New York (hair tonic), daily *sa*, direct.
Gore Products, New Orleans (proprietary), 18 *sp* weekly, thru Pritchard & Thompson, New Orleans.
Roma Wine Co., New York, 12 *sp* weekly, 30 *sa* weekly, 25 weeks, direct.
Moody Bible Institute of Chicago, weekly *sp*, 26 weeks, thru Critchfield & Co., Chicago.
Empire Gold Buying Service, New York, 19 *sa* weekly, 52 weeks, thru Friend Adv. Agency, N. Y.

WHO, Des Moines

General Foods Corp., New York (Huskies), 65 *t*, thru Benton & Bowles, N. Y.
L. L. Coryell & Sons, Lincoln, Neb. (gas & oil), 300 *sa*, thru Christiansen-McPherson, Lincoln.
Omar Inc., Omaha (flour), 214 *t*, thru Lyle T. Johnson Co., Chicago.
Mantle Lamp Co., Chicago (lamps), 26 *sp*, thru Presba, Fellers & Presba, Chicago.
Wander Co., Chicago (Ovaltine), 28 *sa*, thru Blackett-Sample-Hummert, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, 10 Crown Gum), 78 *sa*, thru Platt-Forbes, N. Y.
Skelly Oil Co., Kansas City (oil & gas), 11 *sa*, 195 *t*, thru Blackett-Sample-Hummert, Chicago.
Pinex Co., Fort Wayne, Ind. (Pinex), 66 *t*, thru Russel M. Seeds Co., Chicago.

WPTF, Raleigh, N. C.

Clarksville Tobacco Market, Clarksville, W. Va., 52 *sa*, direct.
Henderson Tobacco Market, Henderson, N. C., 36 *sp*, direct.
Oxford Tobacco Market, Oxford, N. C., 52 *sa*, direct.
Durham Tobacco Market, Durham, N. C., 52 *sa*, direct.
Smith-Douglass Co., Norfolk, Va. (fertilizer), 102 *sp*, starting Dec. 1, thru Lawrence G. Fertig & Co., N. Y.

KYW, Philadelphia

Melville Shoe Corp., New York (John Ward, Thom McAn shoes), participating *sp*, thru Neff-Rogow, N. Y.
Vick Chemical Co., Greensboro, N. C. (proprietary), participating *sp*, thru Morse International, N. Y.

Abolishes Local Rate

ABOLITION of the local rate card of WCKY, Cincinnati, was announced Aug. 8 by L. B. Wilson, president and general manager of the station. A single rate card will be in effect for the station hereafter, he said, and a new card based on the station's increased power to 50,000 watts will be issued shortly. The station will join CBS Oct. 1.

Purina Mills Expands *Checkerboard Time* Discs

PURINA MILLS, St. Louis, division of Ralston-Purina Co., livestock and poultry feeds, on Sept. 4 starts *Checkerboard Time*, thrice-weekly 15-minute transcription series, for 39 weeks on WBZ-WBZA WGY KDKA KOA KMOX WHAM WSB KARK WFAA-WBAP KPRC KTSA KWTO WLS WHO WBT KGGF WSM WLBZ WIBW WOWO WHIO WFBM WBNS WADC WDAF. The disc series and commercial copy are furnished dealers by the firm and they will buy time on approximately 40 additional stations this fall, according to L. A. Wherry, of the promotion department of Ralston-Purina in charge of radio for the feed division. Cut by the World Broadcasting System, *Checkerboard Time* is a musical variety show featuring Hugh Aspinwall as m.c., with Chick Martin, the Cackle Sisters and Shirley Sadler, as soloist. It is produced by Robert Wamboldt.

The same basic show has been used for the last four years, according to Mr. Wherry. Titled *Sing Neighbor, Sing!*, the show was started in 1935 and changed to *Checkerboard Time* in 1937. The program is on the air about nine months of the year, a kind of advertising "back log" for the firm, Mr. Wherry said. Designed in the main to sell poultry feed, the show also uses considerable institutional copy. Its effectiveness was tested last season when a single offer of a poem made on 16 stations brought more than 50,000 requests. Gardner Adv. Co., St. Louis, handles the account.

Woodman Variety Show

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance), on Sept. 4 starts a six-weekly quarter-hour live series on WHO, Des Moines. Following the test the series will be expanded on a national basis, according to Ed Fellers, of Presba, Fellers & Presba, Chicago agency handling the account. The variety show on WHO features Bob Blaylock as m.c. A series of five-minute transcriptions have been recorded for the firm by RCA, Chicago, and these will be sponsored by local insurance agents all over the country, according to Mr. Fellers.

U. S. Fuel Starts

UNITED STATES FUEL Co., major producer in the Utah coal fields, will inaugurate its seasonal sponsorship of news Sept. 1 on KSL, Salt Lake City. Placed through Gillham Adv. Agency, the contract calls for a strip of six quarter-hour news programs at 5:45 p. m., duplicating the September-April contract of last year. The fuel company, in addition to merchandising its product directly, also salutes various dealers throughout the Intermountain area.

Quaker Oats Plans

QUAKER OATS Co., Chicago (poultry feeds), on Sept. 23 starts *The Man on the Farm* on WOR, Newark, Saturdays, 12-12:30 p. m. Conducted by Joe Bier, the series combined interviews with poultry raisers and transcribed music. It is understood that the firm will use a national spot list this fall. Benton & Bowles, Chicago, is agency.

"WE WANT A SPONSOR"

WFBR, in BALTIMORE, has 5 top-notch local shows ripe for sponsorship:

1

RAYMOND TOMPKINS . . . NATIONALLY-KNOWN COMMENTATOR Raymond Tompkins is particularly popular in Maryland because of his background of Baltimore newspaper work. His treatment of the news is interesting, impartial and penetrating. Available for 15 minute programs, three times weekly. Price: Time charge plus $100 weekly (net).

2

STUDIO PARTY . . . CONDUCTED BY MARTHA ROSS TEMPLE

Held in WFBR's Big Studio with audience capacity of 250. Miss Temple conducts a perfect "women's program" based on beauty—food—and family. The program is enlivened by George Van Dorn's NBC orchestra, guest soloists and visiting celebrities. Half-hour—daytime. Talent cost: $50 weekly.

3

PROGRAM "X" A new audience-participation program that has not yet been named. Held in WFBR's Big Studio with audience of 250. Famous scene from history or literature is dramatized; listeners selected from audience have to guess "Who—Where and—When?" Cash prize for right answer; if wrong answer is given, cash carries over to next question, building up "jackpot" and interest. Live talent dramatization, with George Van Dorn's 14 piece NBC orchestra. Half hour show for nightime or Sunday afternoon. Talent cost $130. Prize cost $30.

4

YOUTH AND THE WORLD Through cooperation of the Baltimore YMCA, a membership of 1500 boys is available for a nucleus of a show dedicated to and produced by YOUTH! Brent Gunts, master of ceremonies with Joseph Imbrogulio's NBC orchestra puts on a fast and furious half-hour show. Production and talent cost: $100 per broadcast.

5

FU MANCHU A hair-raising thriller of the air! That famous character of Sax Rohmer's stories, the insidious Doctor FU MANCHU, comes to the airways in 39 thrilling 15 minute episodes. A ready-made audience of Fu Manchu fans is anxious to tune in! 15 minutes—3 times weekly. Transcriptions: $35 per program.

IN BALTIMORE THEY LISTEN TO— **WFBR**

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION

BASIC N.B.C. RED NETWORK

Lux Radio Theater
Ask-It Basket
JOHNNY PRESENTS
KATE SMITH
Myrt and Marge
h.v.kaltenborn
Guy Lombardo
Burns and Allen
paul sullivan
Your Hit Parade!

KOIL
IS NOW
THE BASIC
COLUMBIA
OUTLET
IN OMAHA!

Hilltop House
Joe e. brown
GANG BUSTERS
PROFESSOR QUIZ
Lum and Abner

In Nebraska
Rural audiences prefer
KFAB
and its neighborly programs
Ask for COMBINATION
KOIL-KFAB
RATES!

Don Searle,
General Manager

Represented by the Katz Agency

Radio Advertisers

BARKER Bros., Los Angeles (home furnishings), a frequent user of radio time, through Marion Kyle Adv. Agency, that city, on Aug. 14 started a thrice-weekly quarter-hour program, *Backgrounds for Living*, on KNX, Hollywood. Contract is for 52 weeks. Series originates from the Home Advisory Bureau of Barker Bros., and features Edgar Harrison Wileman, consulting director in charge, as commentator. A different department head is to be interviewed on each broadcast. Roderick Mays, of KNX production staff, is writer-producer and announcer.

JOHN BROWN U., Siloam Springs, Ark., and its associated educational institutions, the John Brown Military Academy, San Diego, Cal., and John Brown School for Girls, Glendora, Cal., are jointly sponsoring a daily half-hour educational talk on KFOX, Long Beach, Cal. and KMPC, Beverly Hills, Cal. Institutions sponsor a similar Sunday morning program on KMTR, Hollywood. Lisle Sheldon Adv., Los Angeles, has the account.

ROMA WINE Co., New York, extensive user of radio on the West Coast, on Sept. 4 will start a 52-week schedule on WHN, New York, using quarter-hour UP news programs twice daily five times a week and 30 one-minute participating announcements five times a week. Account was placed direct.

J. A. FOLGER & Co., Kansas City (coffee) has made several changes in the list of stations carrying *Judy & Jane*, five-a-week quarter-hour serial on WBS transcriptions. On July 31, WREC, Memphis, was added; on Aug. 10, KARK, Little Rock, was dropped, and on Aug. 14, the Tulsa outlet was shifted from KTUL to KVOO. Account is handled by Lord & Thomas, New York.

NATIONAL RODEO Assn., Hollywood, sponsor of rodeos and outdoor circuses, on July 23 started a radio campaign over 12 Northern California stations. Some $4,000 was spent for radio time during the campaign, which concluded Aug. 6, on behalf of an outdoor rodeo held in San Francisco Aug. 6. Transcribed announcements, live announcements and participation programs were used, with the frequency schedule varying from 2 to 15 a day. Stations were KSRO KRE KLX KROW KLS KSFO KPO KFRC KJBS KYA KQW KSAN. Account was placed through Allied Adv. Agencies, San Francisco.

ICE CREAM PRODUCTS Co., Chicago (Frizz ice cream mix), has started daily minute announcements through Nov. 4 on WMAQ, WBBM and WGN, Chicago. BBDO, Chicago, handles the account.

MILLER PACKING Co., Oakland, Cal., (Flat Hots) has contracted for a series of five-minute participations on the *Best Buy* program on KFRC, San Francisco, to promote its new flat frankfurter. Account placed through Long Adv. Service, San Francisco.

DR. PHILLIPS Grapefruit Juice Co., Orlando, Fla. (canned grapefruit juice) recently started a radio campaign in Northern California, purchasing time on participating programs on KFBK, Sacramento, and KPO, San Francisco. Five-minute spots are used on *Katherine Kitchen* on KFBK and two periods weekly are used on the Gladys Cronkite home economics hour on KPO. Account was placed through Long Adv. Service, San Francisco.

OLD HOMESTEAD BREAD Co., Denver, is now sponsoring the MBS broadcasts of *The Lone Ranger* on KFEL, Denver, three evenings weekly.

BEAMING FACES dominated the scene when WJRD, Tuscaloosa, Ala., recently saluted with a special program the occupancy of new quarters by The Dixie Coaches, transportation firm operating out of the city. Busy at the mike at left is Leslie Doss, WJRD manager, while J. E. Reynolds (right), commercial manager, quietly slips the congratulatory grip to Laddie Hamilton, president of The Dixie Coaches.

TIP TOP TAILORS Ltd., Toronto, on Sept. 7 starts an eight-week campaign of three weekly dramatized spot announcements on more than 20 stations in Canada. The same sponsor used spot announcements on stations in Washington, Buffalo and Atlanta to announce the opening of stores in those cities in mid-August. McConnell Eastman & Co., Toronto, handles the account.

MODERN PACKING Co., New York, on Aug. 7 started a series of quarter-hour musical programs six times a week on WBIL, New York, and WPEN, Philadelphia, on behalf of Balbo Oil. Talent includes Ralph Pedi, Yolanda d'Este and orchestra. Commercial Radio Service, New York, handles the account.

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut milk compound), has started daily five-minute participations on KMOX, St. Louis, and daily five-minute newscasts on WCFL, Chicago. Henri, Hurst & McDonald, Chicago, is agency.

INTERNATIONAL SHOE Co., St. Louis (Conformal shoes), on Aug. 21 starts a six-weekly 10-minute morning program on WGN, Chicago, featuring Myrna Dee Sargeant in talks on charm and personality. Henri, Hurst & McDonald, Chicago, is agency.

STEPHANO BROS., Philadelphia (Marvel Cigarettes), on July 25 started a 13-week series, *Sports Pop-Offs*, presented by Tom Breneman, Tues., Thurs., and Sun., 9:30-9:45 a. m. (PST) on KSFO, San Francisco. Agency is The Aitkin-Kynett Co., Philadelphia.

MARATHON OIL Co., Fort Worth, on Sept. 1 will start the new transcribed *Marathon March of Melody* quarter-hour on KGKO, Fort Worth, on a 13-time contract. Agency is Byer & Bowman Adv. Agency, Columbus, O.

J. B. WILLIAMS Co., Glastonbury, Conn., is participating in the *Breakfast Symphony* on WQXR, New York, and is also using two evening announcements daily on that station, to advertise Aqua Velva, after-shaving lotion. No other station will be used. J. Walter Thompson Co., New York, is the agency.

KIP Corp., Los Angeles (sunburn ointment), thru Philip J. Meany Co., that city, is using daily minute transcribed announcements on 9 Pacific Coast stations—KLS KERN KFIO KLUF KSAN KEEN KRKD KIEV KFOX—in a summer campaign. Announcements were cut by Radio Recorders Inc., Hollywood.

WEINSTEIN Department Stores, San Francisco (chain) has contracted for a series of 100-word spot announcements each Thursday on four San Francisco stations — KPO, KSFO, KFRC, KJBS. Account was placed through Long Adv. Service, San Francisco.

CHICAGO NATIONAL LEAGUE has started a quarter-hour Monday evening series on WBBM and WMAQ, Chicago, titled *Baseball Scout*, featuring diamond gossip and inside dope on new players. Neisser-Meyerhoff Inc., Chicago, is agency.

BRISTOL-MYERS, New York (Sal Hepatica), has started *Quin Ryan's News Commentary*, thrice-weekly for 52 weeks, 11:30-11:45 a. m., on WGN, Chicago. Young & Rubicam, New York, is agency.

FLAMINGO SALES Corp., Los Angeles (nail polish), a heavy user of West Coast spot radio, on Sept. 1 starts using from 4 to 11 announcements weekly on KNX KFI KSFO KOMO. Firm is currently using 7 spot announcements weekly on KECA, Los Angeles. Agency is Buchanan & Co., Los Angeles.

ROUGH RIDER Mfg. Co. (slacks) recently renewed for 26 weeks its Friday program, *O, Teacher*, 5:30-6 p. m. (PST), on KPO, San Francisco. Account is handled by Emil Brisacher & Staff, San Francisco.

DODGE DEALERS OF Chicagoland, Chicago, has started a 45-minute Sunday noon show, *Summer Serenade*, on WBBM, that city, featuring Herbert Donaldson, concert pianist. Placed direct.

Oil Firm Eyes Opera

UNION OIL Co., Los Angeles, on Aug. 16 auditions a new half-hour program series featuring opera in the modern manner. Audition will have Mario Chamlee, tenor, playing Don Jose in Carmen. Olive Pontiz, of the San Francisco Opera, is to portray Carmen and James Newell, network singer, the Toreador character. Thomas Peluso has the orchestra. Condensation will be auditioned at CBS Hollywood studios. If approved by the oil company, the series will be for fall release on a West Coast network not as yet determined. Jon Slott has written the script, which bears more on dramatic reading than singing lines, with exception of arias. Carl Stanton of the Lord & Thomas Hollywood radio department is to produce the audition program.

Hotpoint Dealer Discs

EDISON ELECTRIC Co., Chicago (Hotpoint heating appliances), has cut a series of minute spot announcements for sponsorship by local power and light dealers. World Broadcasting System, Chicago, cut the transcriptions. The discs will be placed direct.

All Night Long

WITH SALE of the midnight to 1 a.m. block of time on WIP, Philadelphia, to the Camden Brewing Co., the station is, for the first time in its history, sold solid from 10 p.m. to 10 a.m. the following morning, and claims a commercial record in American broadcasting. The present commercial schedule includes Art Douglas' *C'mon 'n' Dance*, John Facenda's *Your Musical Cocktail*, Fred Wood's *Dawn Patrol*, Pastor Palmer's *Morning Cheer*, Lee Vines' *Musical Showboat*, three Transradio News quarter-hours, Howard Jones' *Eight Bells* and the Philadelphia Record's *Apartment Selector*.

AMERICAN NATIONAL BANK of Denver, on Aug. 16 will renew for 26 weeks its sponsorship of the five times weekly news programs by Fulton Lewis jr., MBS Washington commentator, on KFEL-KVOD, Denver.

Gulf Signs Conte

JOHN CONTE, Hollywood announcer-entertainer, has been signed for the CBS *Screen Guild Theater*, which resumes Sept. 24 under sponsorship of Gulf Oil Corp. He will do dialog on the show as well as handle commercials. Conte has also been re-signed to announce the CBS *Big Town* series which returns to that network in mid-September under Lever Bros. (Rinso) sponsorship. William Robson of the CBS New York production staff, recently transferred to the West Coast, will produce the latter series, under direction of Edward G. Robinson, who is featured in the weekly half-hour program. Conte continues to handle commercials on the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike). He is also featured as singer and master-of-ceremonies in the thrice-weekly quarter-hour program, *It Happened in Hollywood*, which is sponsored by George A. Hormel Co. (Spam) on CBS. This program will go five times weekly starting Oct. 9 and switch to a late afternoon time.

New Program Designed For Sale of Insurance

PRODUCTION of a program, *Stitches in Time*, designed to promote the sale of fire and casualty insurance through stock companies, starts soon with establishment of Briggs Hoffmann Features, Pierce Bldg., St. Louis, headed by Briggs A. Hoffmann, St. Louis insurance executive and vice-president of the Texas State Network. Based on dramatic episodes from actual experiences in the records of stock insurance concerns, *Stitches in Time* will be the development of a type of program already tested for 19 weeks under the title *Captains in Peril*, over a St. Louis station under the sponsorship of the Insurance Board of St. Louis.

Kelly, Stuhlman & Zahrndt, St. Louis agency, will prepare the script, direct production and place time for the program, which will consist of 30-minute transcribed episodes to be broadcast once each week on a minimum schedule of thirteen weeks per station. Pressings of the first two programs will soon to be ready for auditioning.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL ATLANTA

DEALER'S CHOICE

PERHAPS no retailer in Rochester knows the Rochester market better than Saul Hershberg, the alert and progressive head of Hershberg's, Rochester's largest jewelry store.

It is significant, therefore, that the meteoric growth of Hershberg's has been backgrounded by an advertising appropriation, the backbone of which is radio.

And it is significant that for the past 10 years Hershberg's has used WHEC *continuously* and *exclusively*.

Rochester merchants know the Rochester area listening preferences first hand;—back their opinions of WHEC with hard dollars!

Mr. Hershberg comes to the WHEC studios to himself strike the 30,000th WHEC-Hershberg time signal.

■

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC ROCHESTER

Agencies

EDMUND B. (Tiny) RUFFNER, for two years Ruthrauff & Ryan vice-president in charge of Hollywood radio operations, has resigned. His future plans have not been announced. William E. Betts continues as Hollywood office manager. William Robson, formerly with CBS, has been engaged as director of the *Big Town* series, which will continue to originate from Hollywood.

JAMES R. McCARTHY, former newspaper and screen writer and author, has joined the New York staff of N. W. Ayer & Son, which recently has taken additional space in the RCA Bldg., where it moved several weeks ago.

MARION KYLE ADV. Agency has been formed at 650 S. Grand Ave., Los Angeles, by Marion Kyle, formerly with Lord & Thomas, Hollywood, and NBC-San Francisco account executive.

PARADE OF PROGRESS
and company
Each year has seen an expansion in our Organization and more important an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces
RESULTS THAT COUNT!
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

JOHN R. LATHAM, who on May 12 resigned as president of the American Cigar & Cigarette Co., New York, makers of Pall Mall cigarettes, will join Kenyon & Eckhardt, New York, on Sept. 1 in an executive capacity. Mr. Latham was previously director of spot radio for Young & Rubicam, New York.

SAMUEL C. FULLER, formerly of H. W. Kastor & Sons Adv. Agency, Chicago, on Aug. 7 joined the production staff of Young & Rubicam in New York. Mr. Fuller, who started in radio in 1931 as a pianist at KDKA, Pittsburgh, where he also announced and handled newscasts, joined WLW, Cincinnati, as a producer in 1937 and early this year joined the Kastor agency, whose programs he had handled at WLW.

MARLO L. BLOOM, formerly on the sales staff of WABC, New York, has been appointed radio director of Blaine-Thompson Co., New York, a post formerly occupied by Duke Rohrabaugh, who resigned last spring to organize a statistical service, National Radio Records. The agency handles advertising chiefly in the theatrical and concert field.

LOUIS N. BROCKWAY has been elected a vice-president of Young & Rubicam, New York, and beginning Aug. 15 will have charge of the General Foods account handled by the agency, according to an announcement by Raymond Rubicam, chairman of the board. He succeeds Clarence E. Eldridge, who resigned to become a vice-president of General Foods Sales Co.

LEWIS (Pat) PATTERSON, formerly news editor of KEHE, Los Angeles, has joined the Hollywood staff of Benton & Bowles as Pacific Coast publicity director, a post formerly held by Burns Lee, recently assigned to the agency's New York office.

JOHN LOVETON, producer at Ruthrauff & Ryan, New York, recently became the father of a baby boy.

WARD WEBB, formerly in charge of new radio business of Ruthrauff & Ryan, Chicago, has joined H. W. Kastor & Sons Adv. Co., that city, in a similar capacity. Mr. Webb began his advertising career in 1916 when he joined the F. A. Gray Adv. Co., Kansas City, later owning the firm. In 1936 he joined the R. C. Comer Co., Kansas City, leaving that agency in December of 1937 to join Ruthrauff & Ryan, Chicago.

S. H. BARNETT, Hollywood writer on the J. Walter Thompson Co. staff, becomes agency director of the CBS *Lux Radio Theatre*, under producership of Cecil B. DeMille, when the weekly program resumes Sept. 11. Barnett was writer on the show and succeeds Frank Woodruff, who resigned to become an RKO picture director. Harry Kerr, who formerly handled agency radio publicity in Hollywood and New York, takes over Barnett's former writing assignment, collaborating with George Wells.

TOM BRENEMAN, radio director of Long Adv. Service, San Francisco, on Aug. 1 started announcing the vox pop broadcasts sponsored by Gallenkamp Stores on KSFO. He also has taken charge of KSFO's *Treasure Island Reporter*, which originates at the San Francisco Exposition.

ROBERT B. YOUNG, of the Robert B. Young Adv. Agency, San Francisco, recently announced formation of the California School of Advertising in San Francisco. The faculty will be composed of 20 experienced advertising men and women and an advertising course is to be presented in 20 evening sessions, with Mr. Young as supervising instructor.

CRAIG DAVIDSON, recently with Jam Handy Pictures and formerly with General Foods Corp., has joined Compton Adv., New York, as an account executive.

ROCKWOOD N. BULLARD has severed his connection with Chas. A. Mason Adv. Agency, Detroit, and opened his own office under the name of The Bullard Agency, 220 Quay St., Port Huron, Mich. The new agency handles the accounts of E. B. Muller & Co. (coffee, cereals) and Heinrich Franck Co. (chicory), for whom radio schedules are being arranged for fall, and Chamberlain Bean Co., all of Port Huron.

ROBERT F. (Bob) McKEE has been appointed radio director and account executive of Culbreth Sudler Co., Los Angeles. He was formerly account executive of Morgan & Davis Adv., that city.

FRANKLIN ADVERTISING Service, formerly at 234 Boylston St., Boston, has moved to new quarters at 126 Newbury St.

BAKER, Cameron, Soby & Penfield Inc., Hartford, Conn., is the new name of the former Frederick E. Baker agency, and the new firm has moved to 30 Allyn St., Hartford.

ANDRE LUOTTO, president of Commercial Radio Service, New York agency, has turned song writer. In collaboration with Aldredo Antonini, conductor of the *La Rosa Concerts* which the agency has just placed on MBS for La Rosa macaroni, Luotto has written the "Temptation Tango".

JOHN E. McMILLIN, radio director of Compton Adv., New York, is to return to his desk Aug. 21 from a European vacation.

SAM DOBBS, head of J. Walter Thompson Co., Sydney, and author of the book, *Radio in Australia*, arrived in Los Angeles Aug. 7 and after three days on the West Coast proceeded to New York for conferences with agency executives in that city. He returns to his home office in late September.

HARRY ACKERMAN, producer of Young & Rubicam, Hollywood, will marry Mary Schipp, radio actress, Aug. 16, before leaving for New York to take over direction of the CBS *Kate Smith* program which starts Oct. 6, under General Foods sponsorship.

Buchanan & Co. Names Runyon Coast Director

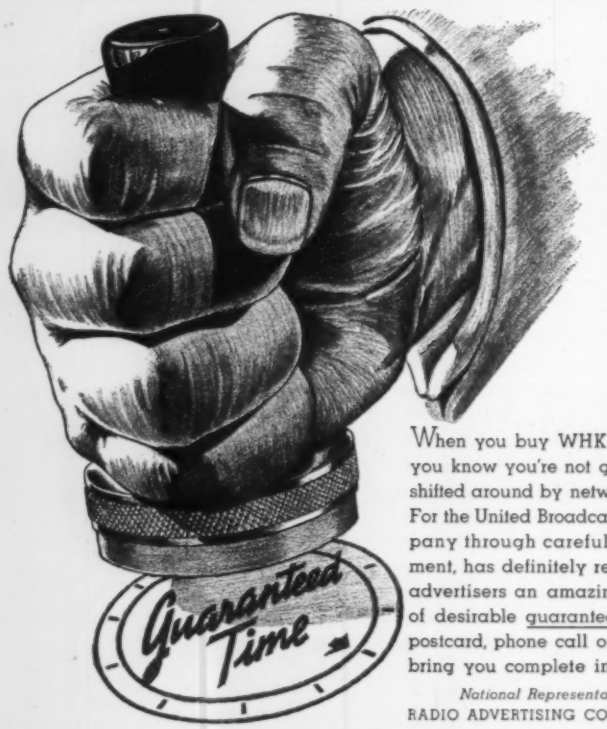
JACK W. RUNYON has been appointed West Coast radio director of Buchanan & Co., with headquarters at 6331 Hollywood Blvd., Hollywood, where the agency is establishing its new radio department. Appointment was announced by Fred M. Jordan, Los Angeles vice-president in charge of Buchanan & Co. West Coast offices.

Mr. Runyon

Mr. Runyon recently resigned as co-manager of Lord & Thomas Hollywood radio department, and had been associated with that agency for 13 years. During that time he had produced more than 1,500 programs. He was the first radio producer to use many of today's big names, including Bing Crosby, Walter Winchell, Louella Parsons and Ted Fio Rito. Radio top-notchers who have been under Runyon's direction in recent years include Amos & Andy, Lum & Abner, Phil Baker, Connie Boswell, Jane Froman, Conrad Nagel and Gertrude Neissen. Runyon's first assignment will be to collaborate with Ed Gardner in producing the CBS *Texaco Star Theatre* which resumes Sept. 13 under continued sponsorship of Texas Co. Gardner was recently announced as producer of that program, succeeding Bill Bacher, who resigned when the series was discontinued for the summer.

Ellis Agency Shifts

SHERMAN K. ELLIS & Co., Chicago agency, announces that Ogden Kniffin, former time buyer of the agency, has been named an account executive on Falstaff Brewing Co. account. John L. Snodgrass, former outdoor buyer for the agency, has been named space and time buyer. William R. Hemrich, with the advertising department of Armour & Co. during the last 14 years, has been named an account executive of the agency. Mr. Hemrich has been advertising manager of Armour & Co. for the last four years. The account to be handled by him has not been announced.



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives:
RADIO ADVERTISING CORPORATION

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVERTISERS
Big Opportunity!
Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Headley-Reed Co. Starts Operating

Firm Succeeds Radio Branch Of the Kelly-Smith Co.

FORMATION of a new station representative company, Headley-Reed Co., which was to start operation Aug. 15 as a successor to the radio division of Kelly-Smith Co., newspaper representative firm, has been announced by Frank W. Miller, president of Kelly-Smith. Move is predicated on the thought that more efficient service to both newspapers and stations will result from divorcing the two types of

Mr. Headley

Mr. Reed

representation. The new company is taking separate offices in New York, Chicago, Detroit and Atlanta.

President of the company is Frank Headley, for three years director of Kelly-Smith radio activities. In addition to maintaining a general supervision over all activities of Headley-Reed, Mr. Headley will be in direct charge of the New York office, Room 1731, Graybar Bldg. Dwight S. Reed, formerly radio manager for Kelly-Smith in Chicago, has been appointed first vice-president of Headley-Reed, in charge of the Chicago office, at 180 N. Michigan Ave. Robert B. Rains, second vice-president in charge of the Detroit office, in the New Center Bldg., was formerly Detroit radio manager for Kelly-Smith. Personnel of the Atlanta office, in the Glenn Bldg., has not been selected.

15 Stations on List

Mr. Headley, who organized the Kelly-Smith radio division three years ago, received his law degree from Creighton U., Omaha, in 1930, and after a term of sales promotion work for the Standard Oil Co. of Nebraska, had his own practice in Omaha. He later served as a special agent of the FBI in Washington, New York and Chicago, leaving this post to join Kelly-Smith Co.

Headley-Reed Co. starts its career as representative of KFEQ, St. Joseph, Mo.; WROK, Rockford, Ill.; WSGN, Birmingham; WJW, Akron; WSFA, Montgomery, Ala.; WFAS, White Plains, N. Y.; WNBC, New Britain, Conn.; WCOP, Boston; WELI, New Haven; WSIX, Nashville; WSPA, Spartanburg, S. C.; KRIC, Beaumont, Tex.; WSJS, Winston-Salem, N. C.; WFMS, Youngstown; WBAB, Atlantic City (under construction), and the Alabama Network, regional group of five Alabama stations.

Australian Yearbook

AUSTRALIA'S counterpart to the BROADCASTING *Yearbook*, fourth edition, 1939, has been published by *Broadcasting Business*, trade journal of the commercial broadcasting industry of that country, and has been made available to subscribers. The book lists all stations, agencies, national advertisers etc., together with personnel and other salient data.

Reps

WYTHE WALKER & Co., national representative firm, announces the exclusive representation of WSAR, Fall River, Mass.; WLAW, Lawrence, Mass.; KUOA, Siloam Springs, Ark.; WJBK, Detroit. The firm also represents WHB, Kansas City; KOAM, Pittsburg, Kan.; WEW, St. Louis, and WTAD, Quincy, Ill.

GORDON OWEN, for several years a radio account executive in San Francisco, has been appointed manager of the San Francisco office of Walter Biddick Co., station representatives. He succeeds Don C. Robbins, now commercial manager of the new KFDA, Amarillo, Tex.

WILLIAM COOK, formerly of WHBL, Sheboygan, Wisc., and Charles Coffin, new to radio, have joined the Chicago staff of Transamerican Broadcasting & Television Corp.

REITER-SPADEA Co., station representatives, has opened a New York office at 666 Fifth Ave. Joseph Spadea is in charge.

YOUNG & RUBICAM CHANGES ON COAST

REALIGNMENT of Young & Rubicam's Hollywood radio production department has been effected, setting personnel for the fall season. Several transfers and promotions are involved.

Joe Stauffer continues as West Coast manager. Jack Van Nostrand who last season handled production of the NBC *Fred Allen* series sponsored by Bristol-Myers Co., returns to Hollywood as radio production supervisor. Carroll O'Meara, producer of the NBC *Al Pearce Show* when sponsored by General Food Corp. (Grape Nuts), has been made assistant to both Stauffer and Van Nostrand.

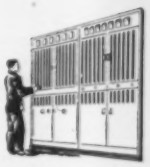
Glenhall Taylor again takes over production of the CBS *Silver Theatre* when it resumes Oct. 8 under International Silver Co. sponsorship. Murray Bolen will produce the NBC *Jack Benny* program when it resumes in fall for General Foods Corp. He is also agency producer on the CBS *Matty Malneck* program sponsored by American Cigarette & Cigar Co.

Joe Hill, recently transferred from New York to the West Coast, will produce the CBS *Screen Guild Theatre*, when it resumes Sept. 24, under Gulf Oil Corp. sponsorship. He replaces Adrian Samish, now in New York as assistant radio supervisor. Austin Peterson, writer-producer, will be Hill's assistant.

Harry Ackerman who worked on last season's *Screen Guild* show, returns to New York as agency producer of the CBS *Kate Smith* series when it resumes Oct. 6, under General Foods Corp. William Stuart again takes over production of the CBS *Lum & Abner* series when it returns Aug. 28, for General Foods Corp. DeVere Zimmerman continues to handle production of the five-weekly quarter-hour *Shopping Guide*, sponsored by Cluett, Peabody & Co. (Sanforized), on KNX, Hollywood. Fred Jones and Tom Wright continue as West Coast publicity representatives.

Under the new setup, Tom Lewis, recently elevated to program director and manager of radio, will divide his time between New York and Hollywood, as will Therese Lewis, who has been elevated to a new post as story editor.

TO SMALL STATIONS INTERESTED IN *Profits*



100 WATTS OR 50 KILOWATTS, you've got to put programs on the air *right!* Not only to meet F. C. C. requirements, but to attract business to your stations and keep listeners listening.

Western Electric helps to make life simpler for 222 stations—many of them in the 100-250 watt field. For Western Electric *more than meets* the highest standards of quality.

Western Electric equipment is built to *perform*—not just to meet a price. Stations that bought it say it is a sound investment—that it pays dividends in the form of reduced operating costs and increased revenues. Think that over if you're interested in profits!

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Alabama WALA WAPI WHBB WSGN
Arizona KGLU KTAR KWJB
Arkansas KTHS KUOA
California KDB KDON KFAC KFOX KFRC KFSD KFVD KGB KGDM KHJ KIEM KLS KLX KQW KRE KRKD KROW KROY KSFO KTKC KYOS
Colorado KFKA KLZ KVOR
Conn. WDRC WICC WTHT
D. of Col. WJSV WMAL WOL
Florida WCOA WDBO WFLA WFOY WJAX WJNO WKAT WRUF WSUN
Georgia WATL WMAZ WRBL WSB
Idaho KFXD KSEI
Illinois WCBD WHFC WMBD WMBI
Indiana WHIP WIND WWAE
Iowa KFJB KFNF
Kansas KFH KGGF KOAM KOAN KSAC KSAL WIBW
Kentucky WHAS WLAP W9XWT
Louisiana KALB WBNO WDSU WJBO WSMB
Maine WGAN WLBZ
Maryland WBAL WJEJ
Mass. WAAB WBRK WEEI WHDH WIXER WLLH WMAS WNAC WSAR
Michigan WBCM WEXL WJR WKZO WMBC WWJ WXYZ W8XWJ
Minnesota KATE KVOX KWNO WCCO WDGY WMIN WTCN
Missouri KFRU KFUO
KMBC KMOX KWK WDAF WHB WIL WMBH
Montana KFBB
Nebraska WOW
New Hamp. WFEA
New Jersey WCAM WCAP WHBI WPG WTNJ
New York WABC WBBR WBIL WBNX WCNY WFAB WFBL WHAM WHDL WHN WIBX WINS WJTN
WKBW WLTH WNEW WNYC WOR WOV
No. Car. WAIR WDNC WRAL WSTP
N. Dakota KDLR KRMC
Ohio WADC WCLE WCPO WHK WHKC WICA WKRC WLW WOSU WSAI WSPD WTOL W8XNT
Oklahoma KASA KBIX KOMA KOME KTUL KVOO
Oregon KOAC
Penn. KQV WBAX WFBG WHAT WIBG WJAS WKOK WKST WPIC WSAN
Rhode Is. WEAN WJAR WPRO
So. Car. WAIM WCSC WIS
S. Dakota KABR WNAX
Tennessee WLAC WNOX WROL
Texas KABC KCMC KFDM KGNC
KMAC KPAB KRIC KRLD KTAT KTSA WRR
Utah KSL
Virginia WBBL WRNL WRVA
Wash. KABR KELA KFPY KGA KGY KHQ KIT KMO KPQ KRKO KVI KXRO
W Virginia WMMN WSAZ
Wisconsin KFIZ WCLO WKBH WTMJ

Distributed by Graybar Electric Company

DISTRIBUTORS: Graybar Electric Co., Graybar Bldg., New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

AGENCY Appointments

PENNSYLVANIA STATE Publicity Campaign, Harrisburg, Pa., to Al Paul Lefton Co., Philadelphia.

AERONAUTICAL INSTITUTE of Technology, Los Angeles (technical school), to Culbreth Sudler Co., that city.

LUER PACKING Co., Vernon, Cal., (meats), to Culbreth Sudler Co., Los Angeles, and on Aug. 3 renewed for 13 weeks *School Kids Quiz* on KFAC, that city.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cue, liquid dentifrice), to Benton & Bowles, New York. Plans still in the discussion stage.

RITE-RITE Mfg. Co., Chicago, to Sorensen & Co., Chicago. No radio planned for the present.

RADIO WIRE TELEVISION Corp. of America, New York, to Reiss Advertising, New York.

NOBBY KNIT SHOPS, Beverly Hills, Cal., to Ted Dahl Adv. Agency, Los Angeles. Radio being considered for fall campaign.

SEARS, ROEBUCK & Co., Chicago (Allstate Insurance Co., automobile insurance), to E. H. Brown Adv. Agency, Chicago. No radio planned as yet.

DANEBEER Corp., New York, distributor for Tuborg Breweries, Copenhagen, to Grant, Wadsworth & Casmir, New York. Radio may be used later this year.

THIRTIETH annual meeting of the Assn. of National Advertisers will be held at the Homestead, Hot Springs, Va., Oct. 25-28, according to H. M. Warren, advertising manager of National Carbon Co., chairman of the program committee.

PRISCILLA BLACKETT, daughter of Hill Blackett, of Blackett-Sample-Hummert, Chicago, will bow to society Sept. 14 at a tea given by her parents at their Winnetka home. She is a sophomore at Wellesley.

THE VOICE OF MISSISSIPPI

WJDX

5000 D
1000 N

JACKSON

N.B.C.

ENJOY THE MISSISSIPPI HARVESTS

Mississippi crop predictions indicate another banner production year—a harvest that will equal or surpass the bumper crops of 1938 when the farm income of this state totaled $219,076,000.

Federal statistics show farm income in Mississippi $3,000,000 greater during the first half of this year than for the same period last year.

Cash in on Mississippi's cash crops. Realize on the added buying power of harvest incomes.

Use WJDX—Mississippi's dominant radio station.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

SPONSORS FOR 'FU'
Radio Attractions Announces New Local Tieups

RADIO ATTRACTIONS, New York, has announced July as a record business month for its first release, *The Shadow of Fu Manchu*, with 18 additional stations bringing the list now carrying the program to 78. Sponsors include: Fred Tregaskes & Co., regional distributors United States Tires, on KTAR, Phoenix, and KVOA, Tucson; Walter Salisbury, Ford distributor in Williamsport, Pa., on WRAK; Nehi Bottling Co., on WSAL, Salisbury, Md.; Seven-Up Bottling Co. on KTOK, Oklahoma City; Bon Ton Department Store on WAZL, Hazleton, Pa.; Eno Co., on KHJ, Los Angeles. New stations carrying the program unsponsored are WKBN, Youngstown; KWK, St. Louis; WHBC, Canton; WIBX, Utica; KFOR, Lincoln; WHK, Cleveland; WGAL, Lancaster; WKBO, Harrisburg; WEST, Easton; WORK, York, and WDEL, Wilmington.

Second release on the company's schedule for 1939-40 is *The Adventures of Pinocchio*, a series of 39 quarter-hour episodes produced and directed by Edward Sloman. A special trade showing will be held in the Rainbow Room of Radio City, New York, Sept. 6. The program will be formally released Sept. 15. To be released shortly as a unit of 105 quarter-hour episodes is *Lady of Millions*, starring May Robson and produced by Frank W. Purkett, while other programs are being arranged by Herbert R. Ebenstein, president of Radio Attractions, who is touring the country and will arrive in California late in August.

L. A. Open Forum

RADIO was "given the works" at the Los Angeles Advertising Club meeting Aug. 8, which inaugurated a series of summer open forum discussions. The session was labeled the "Battle of the Kilocycles" and discussion covered every phase of the selling, production and use of radio in advertising. Representatives from agencies, buyers, sellers, producers and technicians, selected because of their experience in radio, bore the brunt of the battle when they took their places behind the battery of microphones to answer questions hurled at them by those attending. Meeting was entirely unrehearsed and uncensored.

All you need in Central Ohio

5000 WATTS DAY
1000 WATTS NIGHT

John Blair & Co., Representative

Frank Chase to Manage Radio Production Firm

FRANK CHASE, formerly head of NBC's transcription department and recently in his own program production firm, has been appointed manager of Curtis Brown-Alan C. Collins Inc., new company formed to represent writers in radio and television. Firm will negotiate for the writing of actual radio scripts as well as handle radio rights to past or future written material and will also enter the program production field, according to the announcement made by Mr. Collins, manager of the New York office of Curtis Brown Ltd., international firm of authors' representatives. Stock in the new company is owned entirely by Mr. Brown and Mr. Collins. The two companies will share offices at 347 Madison Ave., New York. Telephone: Murray Hill 6-6171.

Mr. Chase

Mr. Chase entered radio in 1930 when he joined NBC as a writer, producer and program builder. In 1934 he was placed in charge of the newly formed transcription department, where he planned and launched the *Thesaurus*, transcription library service. After a year and a half here he resigned to start his own program building service under the name Chase & Ludlum. In both capacities he has handled programs for a large part of the leading national advertisers. Mr. Chase is vice-president of the new firm, other officers being Mr. Collins, president and treasurer; Mr. Brown, secretary, and Nellie Sukerman, assistant secretary.

Joe Palooka on Discs

RADIO version of Ham Fisher's popular comic strip, *Joe Palooka*, is being recorded by WBS, New York, as a five-time-weekly quarter-hour serial, which will be offered for national sponsorship this fall by Joe Palooka Inc., new company formed by Mr. Fisher and John McKay, formerly of WWJ, Detroit, author and producer of the radio series.

Plough Tests

PLOUGH Inc., Memphis, Tenn. (St. Joseph's aspirin, Mexican heat powder), will soon start a test campaign of one-minute transcribed announcements on a Memphis station and three stations in Texas. The discs were cut by World Broadcasting System, Chicago. Lake-Spiro-Cohn, Memphis is agency.

83.4%*
Of Milwaukee Listeners Tune Regularly to Their Only Community Station

WEMP

That Is Why WEMP Gets Amazing Results

* National Advertising Marketing Survey

TRANSCRIPTIONS

MERTENS & PRICE, Los Angeles, reports the sale of its transcribed 26 quarter-hour episode, electric utility and appliance show, *Leisure House*, to Mississippi Power & Light Co., for twice-weekly sponsorship on WJDX, Jackson, and WQBC, Vicksburg, Miss. Series is also being sponsored by Southwestern Public Utility Co., on KGNC, Amarillo, Tex.; Gulf States Utilities Co., Beaumont, Tex., on KFDM; San Diego (Cal.) Consolidated Gas & Electric Co., on KGB; El Paso (Tex.) Electric Co., on KTSM.

TRANSAMERICAN Radio & Television Co., New York, has acquired the radio rights to a number of dramatic scripts from the Playwrights' Co., New York stage group, whose contributors include such well-known dramatists as Elmer Rice, Maxwell Anderson, Robert E. Sherwood and others. Plan, currently being offered for sponsorship, calls for a series of original scripts, plus radio versions of stage successes written by Playwrights' Co. members, each to be produced as a full-hour radio presentation, somewhat on the order of the *Lux Radio Theatre*.

EDWARD SLOMAN Productions, Hollywood producing unit, has expanded its offices at 8782 Sunset Blvd. and appointed Paul Sawtell as musical director. Sawtell composed the original score for *The Adventures of Pinocchio*, transcribed series produced by that concern and now being distributed through Radio Attractions Inc. The firm is now producing a transcribed version of *The Shannons*, featuring James, Lucille and Russell Gleason. Telecast Corp., Hollywood, is the distribution agency. Mr. Sloman directs all production, with Sam M. Kerner as production manager.

NBC THESAURUS is distributing a revised portfolio of transcribed program listings and sales manual program sheets, listing new and revised programs available in the Thesaurus transcribed library. Thesaurus also is sending mimeographed forms to all subscribers to assemble sponsor testimonials, successful sales stunts, and case histories giving actual results to sponsors from programs using Thesaurus material.

BRUCE GILBERT, who heads his own Hollywood production unit, with two transcribed half-hour audition samples, leaves the West Coast Aug. 20 for New York and Chicago, to confer with prospective sponsors on a proposed participating transcontinental program, *American Consumers' Exchange*, for fall release.

SECOND series of 39 episodes of *Secret Agent K-7 Returns*, NBC-transcribed program produced in association with Heffelfinger Radio Features, has been completed for distribution to stations, and on Aug. 10 production was started on the third series of 39 episodes. More than 30 sponsors are reported signed for the quarter-hour programs.

STANDARD RADIO announces the following subscribers to its Standard Library Service: KARM, Fresno, Cal.; WFMJ, Youngstown; WBNY, Buffalo.

NEW subscribers to NBC *Thesaurus* Service are WING, Dayton, O.; KFAR, Fairbanks, Alaska; WGBR, Goldsboro, N. C.; KTBC, Austin, Tex.

AUSTEN CROOM-JOHNSON, NBC producer recently in charge of the *Fred Waring* programs, on Aug. 31 will resign from NBC to devote most of his time to Spots Inc., New York, an organization producing transcribed spot announcements, which he owns with Announcer Alan Kent.

CBS Programs in 1939 Show Marked Expansion For News and Culture

PROGRAMS devoted to international and foreign affairs and to education received much more time on CBS the first six months of 1939 than during the first half of 1938, the network reports. In the field of adult education, such new series as *The Student Takes the Mike, Words Without Music, Americans All—Immigrants All* and *What Price America?* boosted the time consumption during the half-year from 88¼ hours in 1938 to 103 this year.

Time allotted to international affairs rose from 80 broadcasts consuming 29¼ hours in 1938 to 119 programs, or 52⅓ hours in 1939, with the Czech and Memel crises, the death of Pope Pius XI and the election of his successor, the foreign nations' salutes to the New York World's Fair, and the Canadian tour of the British King and Queen contributing to the increase.

American broadcasts in connection with the death of Pope Pius XI and the coronation of Pius XII helped swell the number of religious broadcasts originating in this country on CBS from 168, taking 61¾ hours, to 230, taking 81½ hours. Agricultural broadcasts jumped from seven broadcasts, totaling two hours, to 58 broadcasts, consuming 21½ hours. Time devoted to news rose from 104 hours in the first half of 1938 to 122 hours in the same period this year. Dramatic programs more than doubled, from 47 shows, consuming 23½ hours, to 128 programs using 49¼ hours.

First six months of 1939 on CBS also included 329 programs of serious music, consuming 206 hours; 38 hours devoted to sports; 183 children's programs totaling 72⅓ hours; 34 programs devoted to civic welfare, using 12 hours, and 22 programs, using 5¾ hours, in connection with labor.

New Studios for WLS To Be Ready by Oct. 1

WLS, Chicago, is remodeling its studios at a cost of $50,000 to be completed by Oct. 1, according to Glenn Snyder, WLS manager. RCA-equipped, the new studios will be accoustically treated by Johns-Manville and the new air-conditioning units are being installed by Kroshell Air Conditioning Co., Chicago. "Less than a year ago," Mr. Snyder said, "we put our new quarter-million dollar transmitter into operation. Now we are remodeling and reequiping our studios with the most modern facilities available." Plans include a fourth floor over a part of the present three-story Prairie Farmer Bldg. to house the music library, rehearsal rooms, musicians' lounge and a recreation room. The control rooms will be changed and all new control equipment and wiring installed. A new studio will be provided, the others remodeled.

Each studio will have a separate control room and the new studio, "D", to be WLS' second largest, will measure 23x36 feet. A master control console is also being installed under the supervision of Chief Engineer Thomas L. Rowe. The new fourth floor will contain four soundproofed rehearsal rooms.

Radio AND Education

CHICAGO RADIO COUNCIL has started construction of a new $2,500 studio to be opened Sept. 15. The new studio will be RCA equipped, according to Harold Kent, director of CRC, with Soundex accoustical treatment. Primarily a speakers' studio of the round table discussion variety, it is located in the Builders Bldg., adjacent to the offices of the Board of Education. Direct wires will connect CRC studios this fall with WJJD, WAAF and WLS. Last fall the only direct wire ran to WJJD.

SO SUCCESSFUL was the first booklet of *Everyday Words*, taken from the script of a sustaining educational feature by that title aired daily on WGN, Chicago, that a second edition will be issued this fall. The booklet is being prepared by Helen Hardin, conductor of the morning series on better speech, and supervised by Myrtle Stahl, WGN educational director.

MOODY BIBLE INSTITUTE, Chicago, operator of WMBI, has announced a course of study in radio broadcasting beginning with the September term. More than 100 students have signed for the course, according to Wendell P. Loveless, director of radio at WMBI. Commercial programming techniques will be studied in the course as well as educational and religious programs, according to Mr. Loveless.

BECAUSE of the numerous objections from stations in the Midwest and Western zones received by CBS when the network announced that effective Oct. 9 the *American School of the Air* programs would be changed from the regular afternoon spot to 9:15 to 9:45 a. m. (EST), the network has scheduled a live rebroadcast of the programs for the other three time zones from 3:30 to 4 p.m. (New York time). Rebroadcast answers the complaint of stations and schools in sections other than the East for a broadcast of the program during school sessions.

WIND, Gary, Ind., has started a Tuesday evening series titled *The Living Past* given under auspices of the University Broadcasting Council, Chicago. Dr. John A. Wilson, director of Chicago U.'s Oriental Institute, will be narrator of the dramatizations of ancient ages retold in the light of present day experiences.

RADIO DIVISION of the Indiana State Teachers College, Terre Haute, has published a 6-page illustrated folder, directed primarily toward new listeners to the College's educational broadcasts over WBOW, illustrating and describing the scope of the school's radio activities.

ONE of the youngest lads with a commercial program is Richard Cunniff, 12-year-old son of Ed Cunniff, manager of WHBL, Sheboygan, Wis. Dick is featured as a choir boy in a quarter-hour Sunday noon 52-week series sponsored by the local Ramm Funeral Home. Pictures like this were offered one Sunday, and 500 listeners wrote in.

Lasky Suggests Doctors Approve Health Series

SANCTION by the medical fraternity of health educational projects was urged by Philip G. Lasky, general manager of KSFO, San Francisco, at a recent meeting of the western branch of the American Public Health Assn. in Oakland, Cal. He attended the meeting as a representative of the Northern California Broadcasters Assn. in his capacity as secretary.

Speaking on "Attitudes and Policies of Radio Stations in Regard to Public Health", Mr. Lasky outlined a long-range program under which public health groups could carry on their public acceptance work. He pointed out that broadcasters are anxious to cooperate with legitimate educational projects, but frown on organizations seeking free radio time for promotion of publicity campaigns for special interests masquerading under the guise of "educational programs."

Calling attention to the new CBS sustaining program, *The Human Adventure*, Mr. Lasky cited this series as a model for health organizations to watch, since he said it presents significant data through showmanship. "Radio education must be sugar-coated," he commented. "It must be wrapped in all the finery used by successful sponsored and sustaining programs. The head of a gasoline refinery wouldn't get very far if he used radio time to make a talk on the efficiency of gasoline."

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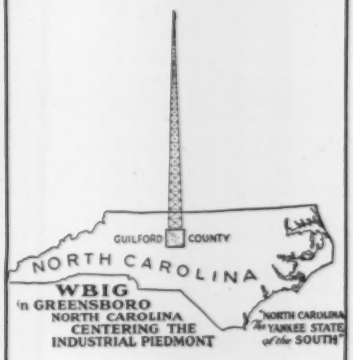

We always get back position with this ad in Broadcasting—

—but we are at the front in listener interest and service in the richest and most populous area in the South!

SOON
5000 WATTS DAY
1000 WATTS NIGHT

5 kw
Means more power, greater service for this rich and populous area!

ALWAYS A GOOD SHOW!
WBIG GREENSBORO NORTH CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. Nat'l Reps.

Studio Notes

PROMOTION for KOWH, Omaha, vocational guidance program, *Get a Job and Keep It*, includes an offer of free vocation analysis report and aptitude test to interested listeners. Booklet is prepared by the Nebraska state department of education and sent upon request. KOWH has plugged the daily series as a service feature with direct mail to school and club groups, spot announcements, display advertising and news releases on prominent speakers. Program is supervised by Chet Gowen, KOWH special eventer.

LANG-WORTH
planned programs

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in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

YANKEE NETWORK and Socony-Vacuum Oil Co. shared a scoop on July 26 when at 7:45 p. m., the oil company's regular news program on Yankee carried the first broadcast by Don Fendler, Boy Scout who had been lost in the Maine woods. Arrangements were made by a special Yankee reporter who flew to Bangor immediately upon the report that the boy had been found; a special wire was run from WLBZ, Bangor, to the lad's bedside in Eastern Maine General Hospital, and the program, including brief statements from the boy's parents and Nelson McMoarn, his discoverer, as well as Don's description of his own adventures, went on the air.

EDWARD TOMLINSON, writer and commentator on Latin America, will start a new series of on-the-spot broadcasts Sept. 7, to be broadcast each Thursday, 6:15-6:30 p. m. on NBC-Blue. Titled *Edward Tomlinson From the Other Americas*, the broadcasts will originate from Buenos Aires and Rio de Janeiro.

MBS and NBC will air the College All-Star football game Aug. 30 from Soldiers Field, Chicago. Bob Elson, sportscaster of WGN, will handle the show for MBS, while Bill Stern, NBC sportscaster, and Fort Pearson, NBC-Chicago newscaster, will air the game on NBC-Blue.

ALL-AMERICAN Soap Box Derby, annual juvenile speed classic, was aired Aug. 13 on NBC-Blue from Derby Downs, Akron, by Norman Barry, announcer of NBC-Chicago, and Guy Wallace, of WHK, Cleveland.

WCLO, Janesville, Wis., on Aug. 1 observed its 10th anniversary with a special all-day anniversary schedule of programs, climaxed by a big birthday party on the transmitter lawn.

SHOWER of hankies and socks, along with an umbrellaful of confetti, greeted Fred Shawn, assistant manager of WRC-WMAL, Washington, as he walked into a bridegroom shower given by the girls in the office recently. Here he received a boutonniere from his fiancee, Audrey Seiber, former mistress of ceremonies at Washington's Earle Theatre. The couple were married Aug. 5.

ENTIRE KPO-KGO staff in San Francisco, including artists, announcers and office employes, were on holiday schedule Aug. 10 when the recently formed NBC Athletic Association held its first outing at the Beresford Country Club, near San Mateo on the San Francisco peninsula. At a recent organization meeting Jennings Pierce, NBC agricultural director on the West Coast, was elected president; Anita Bolton, secretary and Bob Bishopp, treasurer. A clubroom, equipped with billiard and ping-pong tables and other facilities for exercise and relaxation, has been contributed to the NBC Association by a San Francisco restaurateur.

WLAW, Lawrence, Mass., recently conducted a two-week program popularity poll among its listeners, offering 10 three-day New York World's Fair all-expense trips for the best answers to the question: "What WLAW program do you like best—and why?"

THE LARGEST visible audience at a broadcast in Western Canada recently attended the first open air amateur contest series sponsored by CJRM, Regina, Sask., with over 13,000 jammed into the Natural Bowl around the bandstand on the shores of Lake Wascana. These open air broadcasts are to be continued during the remainder of the summer.

FOLLOWING the announcement that the 1940 U. S. Census would include a question on radio sets in the home [BROADCASTING April 15, Aug. 1], NBC-Red network broadcast the census test Aug. 11 from the postoffice in South Bend, Ind. Ken Fry, head of special events of NBC-Chicago, and NBC Announcer Norman Barry were in charge of the program which featured Gerald Ryan, chief statistician of the U. S. Bureau of Census. The census preview included interviews with citizens of Joseph and Marshall Counties of northern Indiana, selected by the department as the proving ground for the 1940 census. The radio question included in the 1940 census will be, "Does this household have a radio set?"

NBC has transferred KFDM, Beaumont, Tex., which was formerly available with either the Red or Blue Southwestern Groups, to the Blue Southwestern Group. Move became effective Aug. 1, but advertisers using the station as part of the Red Southwest network may continue to do so until Aug. 1, 1940, and after that on a 30-day removal basis. New schedules ordering KFDM as part of the Red Group are subject to availability and a 30-day removal basis for a Blue advertiser. Blue Network special discounts will apply if station is used with the full Blue Southwestern.

CBC now requires all advertisers ordering the Maritime region to include CBA, Sackville, N. B., and all advertisers ordering the Prairie region to include CBK, Watrous, Sask. NBC has advised its clients that the Prairie stations of CBC can be sold to NBC advertisers ordering them only if they use both WDAY, Fargo, and KFYR, Bismarck.

WLBC, Muncie, Ind., for the second year aired programs from its studio located on the midway of the Delaware County fair during the week of Aug. 1. A number of remotes from various places in the fairgrounds were also broadcast on WLBC.

NEW studios and offices on the ninth floor of the Claypool Hotel, to cost $75,000, are to be constructed by WIRE, Indianapolis, according to an announcement by Eugene C. Pulliam, president. The projected layout includes four studios, control room, executive offices and quarters for the business, program, traffic, announcing and news departments. In addition to a large organ-equipped studio seating more than 100 persons, two hotel auditoriums will be available to handle crowds up to 1,500, under present modernization plans for the hotel.

ANNOUNCING the completion of the new WTJS, Jackson, Tenn. transmitter, the *Jackson Sun*, owners of the station, recently published a 76-page regular edition. The transmitter building, built on modernistic lines with extensive use of glass, includes operator's residence.

WBBM, Chicago, on Aug. 14 aired a quarter-hour evening program built around "The State Guide of Illinois", a forthcoming book of the Federal Writers Project. John T. Frederick, professor of modern letters at Northwestern U., was narrator.

WHEN a new world's light plane endurance record was set Aug. 2 by the Moody brothers flying above Springfield, Ill., WLS, Chicago, and WCBS, Springfield, were on hand for a special events program of significant interest. WLS ran a wire from Springfield to Chicago and carried a half-hour evening program which was shortwaved from the plane to WCBS, thence to WLS. Before a crowd of 25,000 persons at the Springfield airport, WCBS Announcer Harry Bradford described the setting of the event. At WLS, Don Kelley carried on a two-way conversation with the Moody brothers and counted out the seconds as the plane approached the world's record. Ray Kelly, research engineer of United Airlines, explained the technical features of the flight for WLS listeners. WCBS also carried the half-hour program.

Why KMMJ?

BECAUSE four-fifths of Nebraska's population lives on farms and in small towns. And for 14 years KMMJ has kept itself a farm station—giving these loyal, friendly people the programs THEY like and want, and **only** those advertising messages they can believe in and use to their honest satisfaction. Result is that KMMJ is Nebraska's No. 1 farm station—and 80% of Nebraska is **rural!**

Grand Island is Nebraska's third city; outstanding dairy and poultry center; world's second largest horse and mule market; major livestock auction center; three road railroad center; nearly 3 million dollar annual payroll.

Now, KMMJ's new antenna and transmitter means even **greater** results for you . . . dollars and cents results you can recognize.

Nebraska's farm income, 1st quarter 1939, gained 30% over same period last year. Among all states Nebraska ranks third in percent of income gain.

Tap this rich, eager market through KMMJ. Wire or write for costs and availabilities.

•

RANDALL RYAN, General Manager

HOWARD W. WILSON CO.
Representative

The Dominant Selling Force to Four-Fifths of Nebraska

KMMJ

GRAND ISLAND, NEBRASKA

ANDRE BARUCH, CBS announcer, won the title of CBS golf champion in the annual tournament held recently at the Rockwood Hall Country Club, Tarrytown, New York, with a low net score of 68 for 18 holes. Other winners included H. Elliott Stuckel, CBS promotion department; Bob Buckley of sales; Walter Pierson, head of sound effects; Frank Kizis, secretary to CBS president William S. Paley; Robert Mayo of WABC sales; W. J. Flynn of accounting, and Bill Ensign, who won the consolation prize.

WHEN WMT, Cedar Rapids, Ia., joins CBS on May 1, 1940 [BROADCASTING, July 15], it will be a basic outlet, and its base network rate will be $225 per evening hour, according to an announcement by CBS.

WLW, Cincinnati, is sponsoring a "tall corn" contest for Ohio and Kentucky farmers this year, offering a loving cup and $15 cash to the winners in each state. Prizes for the contest, which closes in Ohio Aug. 21 and in Kentucky Sept. 4, are to be presented at both state's fairs by the respective governors.

KTRH, Houston, has established its own photographic department in the Houston Chronicle Bldg., where an elaborate dark room and developing plant has been installed under direction of King H. Robinson, who will head the new department.

GIFTS from firms and employe groups to the Greater New York Fund for health and social welfare agencies, reported by its amusements division at the end of July, included $601 from WMCA; $100 from WEVD and $40 from WQXR.

WENR, Chicago, NBC-owned Blue outlet, has announced a new rate card, No. 9. While there are no changes in basic station rates, the new schedule offers extra inducements to frequent advertisers and the total of low-rate time periods has been extended by seven hours a week. Reductions in frequency rates amount to as much as 40% off the old card.

WBAP, Fort Worth, on Aug. 2 carried a special 45-minute broadcast, remoted from the chartered plane carrying Jesse L. Lasky, Anita Louise, Wendy Barrie and Edmund Lowe to Fort Worth to attend the *Gateway to Hollywood* contest there. The WBAP announcer, Nelson Olmsted, and Engineers R. C. Stinson and J. E. Maersch accompanied the movie-star party on the plane, handling interviews and a skit while in flight.

KVOR, Colorado Springs, recently handled more than 80 remote special events features during a single week, including pickups from the Trans-Mississippi Golf Tournament at Broadmoor; six remotes of Harry Owens and the Royal Hawaiians, including three CBS originations; seven of Dusty Roades and his orchestra; three from Broadmoor Ice Palace's ice carnival, and three from Penrose field during the championship polo games.

WNEW, New York, is presenting gold trophies to the most popular player on both the Jersey City and Newark teams of the International League, popularity standings to be determined from a radio-mail poll of listeners. Earl Harper, WNEW sportscaster, will start the mail poll with announcement of the popularity contest during his regular baseball broadcasts from Aug. 15 through the remainder of the season.

WHEN stars of the *WLS National Barn Dance* staged their big free show at the all-Indiana picnic promoted by WLS, Chicago, in Forest Park, Noblesville, on Sunday, July 30, more than 60,000 persons watched the famous radio troupe. The Prairie Ramblers, assigned the closing spot of the stage show, drew such great applause that the program ran an extra 45 minutes.

A FEW of the boys whoopin' it up to give L. E. (Pat) Patrick, announcer-producer of KIEV, Glendale, Cal., a "send-off" prior to his marriage to Marian Boyce, Hollywood film actress, on July 20. George Neff, chief engineer and timekeeper of the daily *'Larm Klock Klub*, assisted by other members of the station staff, put the young benedict through his paces during a recent broadcast. The pre-wedding party was staged July 19. Pictured at the broadcast are (l to r), George Neff, L. E. Patrick, Bob Greene, musical director, and Wally McLain, production manager and chief announcer.

SCOOPING all other news media, KFPY, Spokane, gave intensive on-the-spot coverage of the forest fire which swept Bonner County, Idaho, about 50 miles from Spokane, Aug. 5 and 6. Sending its mobile unit to the scene after long distance reports on the conflagration, KFPY spent 15 hours on the scene and presented five quarter-hour broadcasts, furnishing the only information on the fire since local newspapers minimized the fire's importance at first. KFPY's phones and UP headquarters in the studios were flooded with calls for 24 hours.

CHARLES WORCESTER, farm service director of WNAX, Yankton, S. D., recently flew 2,000 miles in two days to attend the Purdue University Agricultural College Editors meeting in Lafayette, Ind., and the National AAA Range Parley at Hot Springs.

THIRTY THOUSAND rural listeners from Iowa, Nebraska, Kansas and Missouri attended the Summer Festival celebration conducted by KMA, Shenandoah, Ia., at Krug Amusement Park in Omaha on July 30. Earl May, president of KMA, attended the Festival, along with the entire talent staff of the station. Frank Jaffe, KMA promotion manager, planned the event, which included a picnic for employes of KMA, the Earl May Seed Co., and Mount Arbor Nurseries, all of Shenandoah.

LAUNCHING Aug. 31 of the new liner *America*, largest steamship ever built in the United States, and its christening by Mrs. Franklin D. Roosevelt, will be described by Dave Driscoll over MBS from the United States Line shipyards at Newport News, Va., from 12:30 to 1 p. m.

MAPS AND MONEY

Get your map. Turn to Winston-Salem, North Carolina. Note the population. Study the market data. Note the active industries. WAIR offers you this—plus scores of other active towns within its coverage.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Produced by Igou

LEE CHESLEY, news editor of KWK, St. Louis, recently decided to visit for a few days with Bert Igou, KWK assistant production chief, at an Ozark resort, and phoned Igou to meet his train. As the streamliner stopped, Chesley stepped off right into the arms of the town sheriff and a mob of deputies. Nonplussed, he couldn't figure out the sheriff's declaration, "I've orders to hold you for the St. Louis police." Meantime, the bunch headed for the resort, where they found Igou and other guests giving Chesley the ha-ha — the "sheriff" turned out to be the resort owner, and the whole affair was planned and produced by Production Man Igou.

Amateur Hour Popularity

PROOF that the amateur hour is still a popular type of entertainment is given by results of a survey of the telephone response to *Major Bowes' Amateur Hour*, which has just completed its 11th three-month period on CBS under the sponsorship of the Chrysler Corp. During this period telephone votes equalled 47.7 calls for every 100 available residence telephones, a new high for the program, which averaged 8.9 calls per 100 phones the first year on CBS and 43.5 calls the second year. And, amplifies CBS, the new mark was set despite the fact that during this quarter the program saluted the New York World's Fair, without voting facilities, and several cities on the West Coast whre the program is heard at 5 p. m.

Uncle Don for Maltex

UNCLE DON, pioneer radio uncle who has been entertaining youngsters on WOR, Newark, for more than 12 years, will make his network debut Sept. 25 when he starts a thrice-weekly quarter-hour series for Maltex breakfast food. Program, sponsored by Maltex Cereal Co., Burlington, Vt., will be broadcast on a four-station Mutual hookup (WFIL CKLW WGR WHK) from 5:30 to 5:45 on Monday, Wednesday and Friday afternoons for 22 weeks. Series, arranged by Samuel C. Croot Co., New York, Maltex agency, is in addition to Uncle Don's regular 6-6:30 program on WOR, which is sponsored on Thursday by Maltex.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Excellent Time Now Available

5:15 to 5:30 P.M.

Monday thru Saturday

between CBS General Mills and Hormel Soup Network Programs.

Write or wire for further details.

The Population of WDRC's Primary Area is 1,548,109.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Who's Afraid

—of the Big Bad Wolf?

(Meaning Summer Mail Slump)

WWVA

A lot of folks like to accept the "Big Bad Wolf" theory that radio listeners do not respond in the summer time. We know differently at WWVA. Our July 1939 listener mail showed an increase of 14% over May 1939, and the amazing showing over July 1938 of—

133% Increase

But some might say—"You can't eat fan mail!" No, by gosh, but fan mail indicates listeners, and listeners EAT, LIVE AND BUY. Don't pass up WWVA's loyal listeners in your Fall radio schedule.

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

WCOP

BOSTON, MASSACHUSETTS

Announces

the appointment of

HEADLEY-REED* Company

as

National Representatives

effective immediately

General Manager

Frank M. Headley

NEW YORK CHICAGO
DETROIT ATLANTA

*Successors to Kelly-Smith Radio Division

People's Stores

(*Continued from page 18*)

the air; in addition to those programs sponsored by the Peoples Drug Stores.

The most important of these were coast-to-coast network hookups featuring *Singing Sam—the Barbasol Man, The Voice of Experience*—sponsored at that time by Zemo and Musterole, and the original *Professor Quiz*, half hour of questions and answers, then sponsored on CBS every Saturday night for Noxzema.

In cooperation with Washington radio stations, a number of programs heard locally have also originated from the Radio Grill. Most prominent of these were a troupe of Major Bowes amateurs, the National Childrens Frolic, the "Stump-us" question and answer boys, Senior Vincente Del Garza—*The Singing Caballero*, Ward Duvall—the *Gypsy Minstrel*, Bozo—the *Mind Reading Dog*, and the *So Swingsters* orchestra.

Celebrities Interviewed

Too, many celebrities have been interviewed on programs broadcast from Peoples' studio. Among personalities who have said "hello" to Washington from the Radio Grill are Jack Dempsey, Bob Feller, "Ed" Sullivan, columnist, Clark Griffith, "Bucky" Harris, Joe Cronin, Kenneth Roberts, NBC ace announcer, Bob Trout, CBS presidential announcer, and many others. In each case, the general public has thronged the store to see and hear these broadcasts.

A Typical Peoples Drug Store Radio Window

Programs sent from "Station PDS" under the direct sponsorship of the Peoples Drug Stores during the last several years have been varied in type. First were the broadcasts, over WJSV, of the Senators' away-from-home baseball games, announced by Arch McDonald. And during the period these games were on the air, Peoples also offered a year-round daily sports review, featuring a "Hot Stove League", which was joined by a large percentage of Washington baseball fans.

The company's next radio venture was *The Peoples Drug Stores' News Review*, with Robert Horton, then a Scripps-Howard feature writer, who gave a fifteen-minute, daily resumé of the most important local and national news which was of particular interest to folks who work for the Government in Washington.

Peoples current offering, *Station PDS Presents*—an hour of music and guest talent—has been on the air for nearly two years now, over WMAL.

Broadcast between 7:30 and 8:30 a.m. each weekday, this show incorporates recordings and all the regular features of the usual morning program. But besides these, it also presents local talent. Auditions are held weekly, and six local artists or acts are scheduled to appear, for two musical numbers each, on each day of the next week's show. Each artist or act taking part is given a brand new $5 bill for participation. The program has started several local artists on the road to fame.

Through a promotional tie-in, pictures of these "guest artists" are featured, along with a short autobiography, in a Washington paper the day of their appearance on the show.

Promotional Ventures

Every Friday morning, 15 minutes of the Peoples hour is filled by the choir from some local church, offering selections of sacred music. From time to time, school glee-clubs, and other units, are also given time.

One of the best of the various stunts used to promote the program, works as follows:

Each day the names and addresses of four lucky people are chosen at random from the local directory. The announcer states, at intervals, that if the chosen four are listening in and will call the local Melvern Dairy between 8:30 and 9:30 on the day their name is mentioned, a free gallon of Melvern Ice Cream will be delivered to their home. Needless to say, this plan has well proved its worth as an audience builder.

Station PDS Presents is announced by Southern-voiced Lee Everett, known as "Old Sol Himself", and is always opened and closed with the theme song, "Here Comes the Sun".

"Station PDS" has helped to make one of America's largest drug stores also one of the country's most famous.

In Other Markets

Using radio in other cities where a concentration of stores is sufficient to warrant the expense, the Peoples Drug Stores also sponsor programs in Norfolk and Richmond, Va. Both are of the musical calendar and variety type, and both are billed under the name of *PSDS Presents*—Peoples' stores in Virginia being called the Peoples Service Drug Stores.

The Norfolk program, broadcast over WTAR from 7 to 8 every weekday morning, has been on the air for the last five years. A contract for its sixth year of existence was recently signed.

In Richmond, *PSDS Presents* went over the air-waves for the first time, under a yearly contract basis, on July 11, 1939, using the facilities of WRTD. Broadcast between 10 and 11 every morning but

WANT BETTER RESULTS IN THE DETROIT AREA?

SH! SH! we can get 'em for you WHOLESALE— we've got a PULL

CKLW

2ND IN POWER IN THE DETROIT AREA

5000 WATTS • CLEARED CHANNEL

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.

5,000,000 POTENTIAL AUDIENCE

Sunday, the feature is announced by the local favorite, Gil Newsom, known as "The Peoples Service Man".

As in Norfolk, the Richmond program features a wide variety of good recordings, time signals, weather forecasts and barometer readings (for fishermen). Both programs utilize an idea called the "Civic Calendar" which offers local organizations free publicity for their various civic and religious endeavors. On both shows, the store management and personnel are brought in and their special sales and services are occasionally "aired".

The ice cream give-away plan, mentioned above, is being used on WRTD, and it is planned to later include local talent and church groups. To publicize the new Richmond venture, telegraphed reports of Richmond's out-of-town baseball games were broadcast direct from the mezzanine of Peoples' largest Richmond store.

While the Peoples Drug Stores feel that the program type of radio is best suited to selling merchandise and services, and building customer good-will, they also believe that well-placed spot announcements are qualified to meet a particular need. Specifically, spot announcements are occasionally used to good advantage in the advertising of important sales-events and certain seasonable items, such as denatured alcohol, to keep automobile radiators from freezing when the season's first real cold spell breaks.

Spot announcements only recently proved their worth to the Peoples' chain in the City of Richmond. A new super-drug store there, having the largest mezzanine and largest downstairs bay-type soda fountain in the Peoples' organization, turned to radio as a means of attracting customers. Spots, both 50 and 100 words, were given at intervals from 8 a.m. until eight p.m., over WMBG, and an immediate and constantly growing increase was noticed in the food business done by the store.

These announcements, especially designed to develop soda fountain trade, gave "Today's Menu at Peoples", and stressed the fact that the mezzanine was the place to gather after the show. The result more than justified the expenditure.

As a result of their past experience, Peoples believe that radio capably fills a very definite need in the field of chain drug store merchandising.

Kayak Kapers

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., couldn't even take a vacation without going out after some business. He established a sales record of one kind or another last month when he sailed a 14-foot canvas kayak 15 miles out into Flathead Lake to Wild Horse Island—where he sold two spot announcements to a resort!

The Other Fellow's VIEWPOINT

Panama City Growing

EDITOR, BROADCASTING:

I wish to invite your attention to an article appearing on Page 86 of the July 15 BROADCASTING, which made reference to allocation of a new broadcasting station (in Panama City, Fla.). I regret that Panama City received this type of publicity, and it is my opinion that careful consideration was not given to the present existing population. Obviously, someone possibly took or made a cursory examination and found the 1930 census which indicated the population of approximately 5,000 people.

For your information . . . today we have in excess of 14,000, in other words, nearly a 300% increase. Eighty-two and two-tenths (82.2%) of this population is white. The basis of these figures is predicted upon a canvass recently completed by the local newspaper.

PHILIP ARTHUR ROLL
Counselor at Law
Panama City, Fla.
July 22, 1939

Flex-O-Glass Plans

FLEX-O-GLASS MFG. Co., Chicago, on Oct. 1 will start a varying schedule of five and 15-minute local talent shows on approximately 25 stations, according to Ed A. Fellers, of Presba, Fellers & Presba, Chicago agency.

WFAA-WBAP in Deal

A NEW deal, whereby the *Fort Worth Star-Telegram* interests become equal partners with the *Dallas News* interests in the ownership of the WFAA-WBAP transmitter plant at Grapevine, Tex., has been consummated. Sharing time on the 800 kc. channel, the two newspapers identify their 50,000-watt stations separately, though using the same transmitter. Until the new deal was made, WFAA was owner of the transmitter plant with WBAP operating under a time-lease arrangement.

Contact Starts Series

AERONAUTICAL PUBLISHING Co., Bendix, N. J., has started a weekly quarter-hour program, *Aviation Careers*, on WMCA, New York, to advertise the magazine *Contact*. With Swanee Taylor, noted aviator, as m.c., program features interviews with personages of the aviation world, who discuss the various careers to be had in this field. O. S. Mosier, vice-president of American Air Lines, was guest on the first broadcast on Aug. 1. Series, placed direct, and broadcast Tuesday evenings, 10:45 to 11, has been expanded to a 3-station hookup of the Intercity System, with WOL, Washington, added Aug. 6, and WIP, Philadelphia, Aug. 13.

WOKO, Albany, was authorized by the FCC Aug. 8 to erect a facsimile broadcast station to operate with 500 watts on 25050 kc., and was granted special experimental authority to transmit facsimile on its regular 1430 kc. channel until next Nov. 1.

A Bumper Crop....

The entire area served by KFYR is harvesting the finest crop in years. Let KFYR sell your story to the best buyers in the world—The farmers of the Great Northwest.

THEY ARE WAITING TO HEAR FROM YOU THRU

KFYR The Regional Station with the Clear Channel Coverage

550 Kc.
NBC Affiliate

Bismarck • N. Dakota

5000 W. Day
1000 W. Night

National Representatives • GENE FURGASON and COMPANY

WTAG
WORCESTER, MASS.
The ONE primary station with coverage to tap 356,000 radio families in rich populous central New England.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

Copyright War On, NAB Retains Kaye

(Continued from page 11)

upon the battle of press releases between ASCAP and the NAB.

NAB proposes to offset every bombardment emanating from the ASCAP camp, sensing that the combine will employ its tactics of the past in pleading the cause of its mythical "downtrodden" composer. Every NAB station will be sent a listing of the facts of the copyright fight so that local outcroppings of propaganda can be countered. The magnitude of the publicity campaign, it is apparent, will depend upon ASCAP's offensive efforts.

Mr. Kaye, a native New Yorker of 39, got his schooling in theatrical law and in Tin Pan Alley methods as a member of the legal staff of the Shubert Theatre Corp., which he left in 1932 to join the law firm of Rosenberg, Goldmark & Colin, CBS counsel. He is a graduate of Columbia University, and served his legal apprenticeship in the law offices of Arthur Garfield Hayes. In 1936 he appeared before the House Patents Committee as NAB special counsel, in connection with then pending copyright legislation.

While reaction to the Kaye appointment was largely favorable, discordant notes were heard from some industry quarters, because of his association with CBS as counsel. Ed Craney, KGIR, Butte, spearhead of the anti-ASCAP drive among independents, was represented as being out of sympathy with the appointment.

At the epoch-making session of the copyright committee Aug. 9 all members were present save Walter J. Damm, WTMJ, Milwaukee, and Edwin W. Craig, WSM, Nashville, who, however, were consulted by phone. Members present were President Miller and Messrs. Klauber and Lohr; John Elmer, WCBM, Baltimore; and Samuel R. Rosenbaum, WFIL, Philadelphia, who constitute the negotiating committee; John Shepard 3d, Yankee Network; I. R. Lounsberry, WGR-WKBW, Buffalo, T. C. Streibert, WOR-MBS; Harold Wheelahan, WSMB; New Orleans; Clair McCollough, WDEL, Wilmington; Gregory Gentling, KROC, Rochester, Minn.; Edwin M. Spence, NAB secretary-treasurer, and Ed Kirby, NAB public relations director. Others present at the session included Mark Woods, NBC vice-president, Bob Myers, NBC attorney, and Joseph Ream, CBS general counsel.

Present at the meeting on Aug. 10 at which Mr. Kaye was retained were present Messrs. Miller, Elmer, Klauber, Shepard and Woods. Mr. Kaye met with the committee for two hours, during which he was given broad instructions on procedure.

Immediate repercussions to the declaration of war announcement, it was learned, included solicitations from a number of important publishers and writers, who expressed extreme interest in the campaign and willingness to cooperate. Because ASCAP has suffered from internal strife for several years, principally due to differences between publishers and writers, it is not unlikely there will be defections from its ranks.

Such groups as the motion picture exhibitors and the American Hotel Assn., long the butt of ASCAP arbitrary methods in much the same fashion as radio, also are seen as strong allies in the drive toward competitive music.

ASCAP Anticipated Break

That ASCAP anticipated a rupture in its broadcast negotiations, was detected in the fact that a majority of the music publishing houses, and most of the writers, already have been signed to ASCAP contracts for 10 years from Dec. 31, 1940—the date on which present broadcast performing right contracts expire. Warner Bros., which several years ago broke away from ASCAP with its five important publishing houses and attempted to go it alone, has signed until 1950.

So far as could be learned, the only top-rate publishing houses that have not signed the new 10-year ASCAP extensions are Robbins Music Corp., Leo Feist, Miller Music and Irving Berlin Inc. These companies are of first importance. It is presumed that they will not be overlooked in the NAB quest.

While the encouragement of non-ASCAP writers and publishers is an important part of the project, as a means of developing a continuing supply of popular music, strong reliance would be placed upon transcribed public domain and tax-free works. Considerable work already has been done in this direction, not only by Langlois & Wentworth, which last year absorbed the NAB public domain library, but by NBC Thesaurus, World Broadcasting System, Standard Radio, Associated Music Publishers, and the recently created publishing-transcription firm of Davis & Schwegler.

Langlois & Wentworth, it is reported, has recorded approximately 3,500 tax-free selections, totaling about 140 hours of straight playing time. Continuity for program series written around these numbers, according to Mr. Langlois, totals about 225 hours of broadcast time. In addition, some 6,000 items free of copyright in this country have not yet been recorded, while the company reports it controls some 400 popular tunes—a larger number than to be found in the catalogs of most ASCAP publishers. It has announced an immediate stepping up of production.

Already Recorded

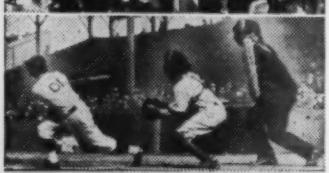
Figures are not available for all transcription companies on tax-free works already recorded. In recent weeks, however, when the split with ASCAP became imminent, there has been spirited activity in clearing public-domain and non-ASCAP material. For example, it is understood NBC has some 1,100 selections of tax-free music already recorded, equalling 70 hours of broadcast time and about 42% of its recorded library.

WBS, with its extensive library service, has a substantial portion of tax-free works already recorded. The exact percentage of its total, however, is not known. The same is true in the case of AMP. Standard has announced that it is producing monthly approximately 50

NBC STATION WTCN
MINNEAPOLIS ST. PAUL

Covers Local Events for the Home Folks

THE ENTERPRISE of WTCN in broadcasting events of particular interest to listeners of its own community, is one of the reasons for its popularity.



WTCN LISTENERS hear not only the customary novelty acts, dramatizations and orchestra music of radio stations, but also local sports, local church music, news of local organizations, news of their city and state government, news of the State Fair, of conventions, cooking schools, auto shows and carnivals. WTCN listeners know that keeping tuned to WTCN is keeping tuned to the daily life of their home town and home state.

WTCN is owned and operated by the Minneapolis Tribune and the St. Paul Dispatch-Pioneer Press.

FREE & PETERS, INC.—National Representatives
New York Chicago Detroit Los Angeles San Francisco Atlanta

WRNX
5000 WATTS
DAYS
Coming events cast their shadows...
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

EXTRA!

NAB-LANG-WORTH

ANNOUNCES

Anticipating the needs of the BROADCASTING INDUSTRY as the result of the anti-ASCAP decision, NAB-LANG-WORTH announces an immediate increase in production of non-ASCAP recordings.

Basic library of 2000 selections (immediate delivery). Monthly releases 100 selections.

All music certified by MPPA and insured by Lloyds as tax-free in the U. S. A.

227 U. S. stations are now using NAB-LANG-WORTH non-ASCAP music with profit.

NAB-LANG-WORTH has cleared and ready for recording 6000 separate selections representing every branch of music important to radio broadcasting.

Write today for the new NAB-LANG-WORTH purchase plan.

LANG-WORTH

FEATURE PROGRAMS INC.

420 Madison Ave. New York, N. Y.

new tax-free selections, and says that by December, 1940, it will have more than 2,000 such selections of all types. Davis & Schwegler is offering 64 new tunes per month in its transcription service.

The NAB Copyright Committee is not laboring under the misapprehension that its task is an easy one. It has the benefit of the experience not only of the NAB's own ill-starred venture into the publishing field, which wound up with only 10 hours of recorded music after three years, but also the experience of NBC's first foray into music publishing. E. Claude Mills, now ASCAP administrative committee chairman, for a year served as president of NBC's Radio Music Co., which spent $800,000 in purchasing several publishing companies but in 1932 gave up the ghost. Mr. Mills left NBC and returned to ASCAP as its general manager. Shortly afterward ASCAP announced its first "percentage deal" which resulted in the industry suffering a boost of some 300% in its royalty payments to ASCAP.

The industry does not have the notion that radio can make any tune popular simply by performing it. For that reason the plan is to seek arrangements with recognized writers where possible, as well as to tap new production sources. It is felt that if the industry works together and exploits worthwhile tax-free or radio-owned tunes, while eschewing ASCAP numbers (if that becomes necessary), the goal of purchasing music in a free, open and competitive market can be achieved.

The break in the negotiations with ASCAP came Aug. 3 when only ASCAP's general manager, John G. Paine, appeared for the "conference" with the NAB committee at the Ritz Tower. Despite protestations from ASCAP, the NAB committee viewed this as the last straw, particularly since it was under the impression that ASCAP had been stalling since last March. President Buck was in San Francisco and Mr. Paine said no ASCAP negotiating committee had been appointed.

Publicity Scramble

This touched off the fireworks, and something of a battle of press releases ensued. Mr. Miller immediately announced the call for the special convention in Chicago Sept. 15, pursuant to the mandate of the last NAB convention which gave his copyright committee virtually plenary powers. From San Francisco, on Aug. 4, Mr. Buck erupted with a typical blast saying that broadcasters wanted to deprive writers of any royalty revenue, and Mr. Miller countered with a statement that the facts speak for themselves, and that the industry is ready to pay a fair and reasonable price for the use of ASCAP music.

From Mr. Paine, on Aug. 7, there came a succinct statement that, since the NAB had expressed its determination to build for itself a supply of music which will make its operation "less dependent" upon ASCAP, and since a second convention had been called to formulate plans, "there seems to be nothing for the Society to do but to await the outcome of events."

In his initial statement, Mr. Miller said the NAB committee had been trying in vain since last March to find out how much broadcasters would be expected to pay for their music on the expiration of their present ASCAP contracts. Because of the rupture of negotiations, and ASCAP's unwillingness to state its position, he said the industry will embark immediately upon efforts "to develop such other sources of music as would render it independent of the copyright pool which now controls an overwhelming portion of the music available for use on the air."

After pointing out that only Mr. Paine attended the conference, and that he said ASCAP was not ready to make any proposal, Mr. Miller declared his own committee has been able to make "absolutely no progress" with "the copyright pool". The negotiating committee, he explained, immediately got in touch with the membership of the full copyright committee, which authorized the calling of the industry convention for Sept. 15 "to raise a substantial war chest and to ratify plans which will be formulated meantime and which are expected to create an adequate supply of music from independent sources."

The chief objectives of the broadcasters, Mr. Miller stated, are:

"1. To defend themselves against the Society's requirements that they pay tribute percentage-wise on all programs regardless of whether or not they use any ASCAP music or indeed any music at all.

"2. To reduce the broadcasters' annual toll to the Society which is now running around $4,000,000 a year and is rapidly mounting.

"3. To bring about a more equitable distribution of the charges among the broadcasters themselves.

"4. To foster, encourage and promote the writing of new music and new lyrics by giving opportunity to be heard to new composers and authors.

"5. To arm themselves with such supply of, or access to, music as will enable them to conduct future negotiations with the Society on terms of some equality."

Cooperative Plan

The principal effort, Mr. Miller said, will be to engage composers and authors with a view to building a reservoir of new music and arranging and popularizing on the air the music now in the public domain which is not controlled "by the copyright pool". Efforts, he added, will be made to enter into working arrangements with such publishers, composers and authors as have not yet renewed their contracts with ASCAP, and "very probably there would be a cooperative effort towards entering the music publishing field on a non-profit basis."

Broadcasters, Mr. Miller's statement continued, "desire to give opportunity to new and non-established composers and any writers who feel that the Society has denied them opportunity to be heard." He said he anticipated no difficulty in obtaining ample funds for the campaign, pointing out that broadcasters have paid ASCAP approximately $20,000,000 for the right to use its music during the last six years alone. While he said broadcasters expect to continue to pay very substantial sums for the use of music, he believed that as ASCAP's biggest contributors they "can no longer remain so largely dependent upon a single source of music."

In proclaiming that ASCAP is ready for the fight, Mr. Buck from his San Francisco vacation retreat said that five years ago, when the NAB signed an agreement with ASCAP, it did not wait for the ink to dry before it started "a campaign to control or break up ASCAP".

Mr. Buck made reference to the "new technique" allegedly instituted by NAB in fostering State anti-ASCAP legislation, declaring this had failed with the possible exception of Washington, Montana and Florida. Now, he added, they announce "they are going to start something to deprive the authors and composers of the nation of some compensation for the use of the creations of their brains." Since the advent of broadcasting, he charged, broadcasters have indulged "in the fantastic idea that the men and women who create the music of the nation and the world should furnish the products of their brains to this vast and powerful industry gratis.

"It is a sad state state of affairs when these gentlemen, who sell commercial time to the amount of $118,000,000 annually and will pay as much as $15,000 for a single performance, cry and whimper because they have to pay the composers and authors of the nation about $3,500,000 a year, which makes their entire operation possible".

Setting a Price

This brought a prompt and forceful rejoinder from Mr. Miller who, in a second press release, asked that ASCAP "stick to the facts". Pointing out that ASCAP's total annual revenue amounts to approximately $6,000,000, of which $4,000,00 is derived from radio, Mr. Miller reiterated that the industry in the last six years has paid the Society more than $20,000,000.

Asserting that NAB has informed ASCAP it is willing to pay when ASCAP music is used but that it is not willing to continue to pay 5% on programs which do not use ASCAP music, he said that radio, as its largest customer, asked ASCAP to set the price, which it has refused to do. "This is the heart of the present problem," he added.

The industry does not propose to "let matters drift on until Dec. 31, 1940, and then, at the eleventh hour, be forced into an unfair and inequitable contract, compelled to meet any terms which ASCAP's present monopolistic control may dictate," Mr. Miller retorted. "The radio industry can no longer have its economic stability threatened by dependence upon one source of music, especially when that source is a copyright pool and monopoly. We propose to develop other sources of music, to encourage new composers and authors who find their creative genius stifled by the ASCAP monopoly; who are unable to have their music published profitably, and who find it practically impossible to have it performed.

"Through these means, we hope to build up an impressive reservoir of fresh new music, to make fair and equitable contracts with authors, composers and publishers which will enable us to carry on in event we are unable to meet the unknown demands ASCAP may make."

WMCA, New York, will be the only New York outlet to broadcast the Davis Cup tennis eliminations on Aug. 19 and Aug. 26, programs to be fed to WMCA through CBS, which holds the broadcast rights to the matches. Ted Husing will announce, assisted by Jimmy Dolan.

B & B to Expand

BALLARD & BALLARD Co., Louisville (flour), on Oct. 2 starts a thrice-weekly 15-minute series titled *One Woman Speaks* featuring Bess MacCammon as commentator on WLW, Cincinnati. The firm on Oct. 2 also starts thrice-weekly 12-minute participations in *Early Bird* on WFAA, Dallas, plus thrice-weekly five-minute periods featuring Barbara Brent, WFAA home economist. The firm's spot list will be considerably expanded, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account.

AUGUST'S
NATION'S
BUSINESS
SHOWS
GREAT FALLS
THE ONLY
WHITE SPOT
IN MONTANA
Your Advertising
Over
KFBB
Reaches 87% of the
Homes in This
Prosperous Area

WJW
The Voice of Akron
A Market of
650,000 people!
EDYTHE FERN MELROSE
Manager
National Representatives
Headley - Reed Co.

3-Year Licenses Urged by Ewing

ADVOCATING the statutory three-year license period for broadcasting stations as "insurance" for investment of radio capital, John Ewing, publisher of the *Shreveport* (La.) *Times*, Chairman of the Southern Newspaper Publishers Assn., and owner of KWKH and KTBS, Shreveport, paid tribute to the important part played by radio in Transatlantic flying, and declared British and French officials freely admit American supremacy in commercial radio and aviation. He spoke during a special NBC-Red broadcast recently upon his return from a flight to Europe on the *Yankee Clipper*.

Describing details of the Transatlantic flight and visits with foreign officials in London and Paris, climaxed by a visit and tea at the Parliament Building in London, Mr. Ewing commented on the impressive achievement of the privately-operated American communications and transportation industries. Transoceanic aviation would be impossible "without aviation's good friend and ally, radio", he said, adding, "All this trip I wondered if the average American citizen realize fully the remarkable achievements of commercial aviation and radio in America."

"Radio—whether holders of broadcasting licenses are individuals, networks or newspapers—is certainly being harassed with changing personnel of Commissions, rules and regulations," he declared. He expressed the opinion that "the Government could well lend a greater helping hand" in securing a reasonable financial return to those investing their capital in broadcasting and aviation.

"No station owner has ever received the three-year permit that the Act, never amended, called for years ago, even after their six-month probationary period," he said.

"If the average American radio listener was compelled day in and day out to listen to foreign programs, the manufacture of radio sets in America would not be the great enterprise and manufacturing industry it is today." he concluded. "Therefore, why not put the three-year effect now—immediately—as an insurance to invested radio capital that a new day and deal has arrived, so that with confidence they will make even greater expenditures and effort to increase their services to our great American public."

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

McCLATCHY STATIONS

The Paul H. Raymer Company
Representative
New York Chicago San Francisco

Radio Bills in Congress

(*Continued from page 15*)

Patents Committee, has promised to give domestic copyright legislation preferred status and early in the next session will have his committee consider a new all-inclusive bill amending the copyright law.

Just after Sen. Thomas had announced there would be no action on the copyright convention until next session, Majority Leader Alben Barkley secured unanimous consent for reconsideration of the vote by which the Senate passed the Logan bill (S-915) providing an administrative court for the more expeditious settlement of disputes with the Federal Government. This returned the measure to the Senate calendar but with the definite understanding that it be taken up early in the next session. The FCC is one of the quasi-judicial commissions covered by the Logan bill.

Beer Bill Sidetracked

Senator Johnson (D-Col.) was unable to secure Senate consideration of his bill relating to beer advertising on the radio but he made a lengthy speech Aug. 3 espousing its purpose and served notice he would demand passage next session. In his speech, Sen. Johnson discussed in detail the power of radio and said when it carried messages advertising alcoholic beverages into the homes of the nation it became a "shameless intruder." He compared his measure to the acts of Congress prohibiting use of profanity or other objectionable language over the air and also the promotion of lotteries or gambling by means of broadcasting.

Also pending are bills to bar liquor and beer advertising from both radio and newspapers. It is contended that if such advertisements were prohibited over the air then they should not be permitted in newspapers and magazines.

During the closing days of the session a drive was launched in the House for amendments to the fair labor standards acts, including white collar workers. A rule was granted by the House Rules Committee for consideration of wage and hour amendments but they were never called up. The rule is pending and should give wage and hour amendments preferred status at the next session.

FCC Reorganization

Action at the next session on the various legislative proposals dealing with broadcasting will to a large extent depend on the recommendations of the new FCC Chairman, James L. Fly. Especially will this be true regarding legislation providing for reorganization of the FCC and possible new definition of policy by Congress regarding such questions as superpower, newspaper ownership and network broadcasting.

There has been a growing feeling on Capitol Hill that Congress should make a broad study of radio with the view of revising the present statute in the light of new developments in the field of broadcasting. The chief concern of the lawmakers who take an interest in radio does not lie so much in the personnel of the FCC but the policy which Congress should lay down to govern the Commission. Whether there will be a renewed demand for legislation which would "liquidate" the present FCC membership, as recommended by President Roosevelt and former Chairman McNinch, it is expected, will depend on the record the Commission makes between now and the next session.

A NEW local station on 1210 kc. in Fort Myers, Fla., is sought in an application filed with the FCC by W. E. Benns Jr., of Montgomery, Ala., and T. Julian Skinner Jr., of Bessemer, Ala.

SOME-THING'S ROTTEN IN DENMARK (Ky.)!

Of course it's not the town's fault—but business isn't so hot in Denmark (Kentucky) simply because there's very little business *there*—for you or anyone else . . . Denmark is typical of hundreds of small Kentucky towns *not* covered by WAVE—towns that you'd be wise to *skip* . . . For *more* business, at a minimum cost, concentrate on the *Louisville Trading Area* . . . the area that buys more than twice as much as all the rest of Kentucky combined! You can cover this rich market with WAVE *alone*—at a cost that will surprise you. May we tell you ALL?

LOUISVILLE'S WAVE

INCORPORATED

1000 WATTS • • • 940 K.C. • • • N.B.C.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

La Rosa Returning

V. LA ROSA & Sons, Brooklyn, who last year used a half-hour weekly program of Italian operatic music on WOR, Newark, to advertise their macaroni products, will return to the air Oct. 31 with a similar series, which this year will be broadcast on an MBS network including WOR, WAAB, Boston; WTHT, Hartford, and, if time can be cleared, WEAN, Providence, and WICC, Bridgeport. Series is placed through Commercial Radio Service, New York.

WIOD, Miami, claims a beat over all other South Florida news agencies in breaking the news of the conclusion of the search for two abducted high school girls, Jean Bolton and Frances Ruth Dunn, and the arrest of their reported abductor, Tom Ashwell, alias Charles Jefferson. The station covered the story from Miami and by remote broadcast from Boca Raton where the body of Miss Dunn was found after Miss Bolton had escaped and the abductor taken into custody. WIOD also claims a first in broadcasting the actual sworn testimony presented during the coroner's inquest following the discovery of the murdered girl's body.

What Station—

is the predominant station in a city whose population has increased 10.6% in only three years . . . from 153,799 to 170,153 . . . and is still growing.

Why It's **WNOX** 1010 KC CBS

5000 W Day 1000 W Night

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

'INVITATION TO LISTEN'—AND BUY

Pleases The Dealers, Promotes Sales and Boosts —WLW's Dollar Business to Record High—

DESPITE the fact that its base rate was reduced 10% to its present $1,080 per hour charge when it was cut from 500,000 to 50,000 watts power last March 1, WLW, Cincinnati, reports that current business and advance schedules already booked will give that station the largest dollar volume in its history for the 1939-40 season.

Much of the success of the station in maintaining its volume is attributed by the policy instituted by James D. Shouse, Crosley vice-president in charge of broadcasting, of steering WLW promotion away from routine channels and emphasizing direct merchandising. Instead of tieups with street car and bus cards, movie trailers and the like, WLW is concentrating on dealer contacts and dealer displays.

In its lobby is a built-in display, featuring products of one of its clients, which could not help but be seen by the 28,000 people who visited the WLW studios from mid-March to mid-May. Each advertiser is given the display for two weeks and can arrange it as he pleases. In addition, WLW is contacting dealers through its new house organ, *The WLW Buy-Way*, a six-page tabloid. Talent also is being sent on the road for local appearances.

"In addition to these efforts," Mr. Shouse reports "the WLW promotion department send out dealer letters, advising of programs and urging cooperation, and what we call Jumbo cards, carrying pictures of the talent along with a personal message. We also distribute window posters. As for promoting programs, we make courtesy announcements before a new show starts, calling attention to the time and date.

"The most effective program promotion WLW does is by way of a regularly-scheduled 15-minute broadcast twice each week, which we call *Invitation to Listen*. On these broadcasts, to which we devote as much time and thought as we do a commercial series, we feature not only music and announcements of programs heard on the station, but dramatic summaries of those programs, designed to stimulate listeners. It is our thought in presenting these programs that our sponsors are thus having their shows announced to the same potential audience that later will hear the commercial offering, and not by any other method could we hope to reach the same group of radio listeners."

Reconsidering Log Rule

(*Continued from page 12*)

pointed out, falls the greatest burden of keeping the voluminous logs. He inquired why it should be necessary to identify in the log the particular musical composition performed from a recording while the identification is unnecessary when the same number is performed by live talent.

Additional Duties

Pointing out that at many stations the announcer operates turntables, locates musical compositions in the library, announces and makes suitable notations on the log, while at others, the control operator performs these duties, he said the increased burden "may result in less efficient control". The average record runs only slightly over 2½ minutes, he explained, and the announcer or operator has little, if any, available time for additional duties.

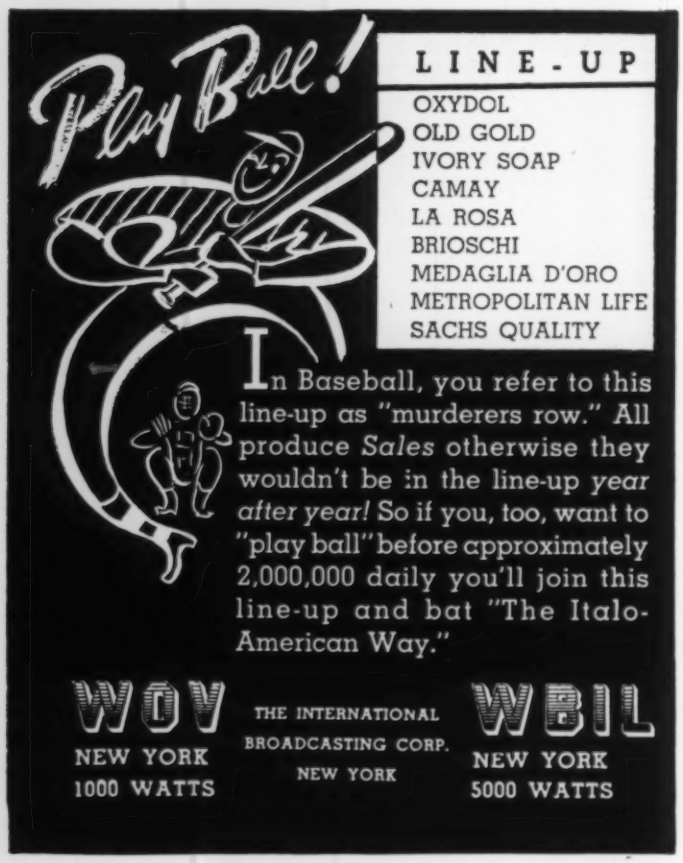
Citing specific examples of the additional work entailed, Mr. Bennett said the FCC's initial interpretation of the rule will require some 12 to 15 separate log notations for each 15 minute program, depending on the number of commercial announcements, and more than half of these are necessitated by the requirement that each record be identified and the time of broadcast noted. In the case of a small station in the East operated 13 hours during one day, 7 hours and 20 minutes were devoted to recorded music, both transcriptions and record. Some 300 log entries are necessary for these programs, exclusive of commercial announcement entries, and about 270 of them are caused by the rule requirement.

In the case of a midwestern station, also picked at random, he said it operated 13½ hours, with 11 hours and 45 minutes devoted to transcribed and record music from its libraries. In this instance some 560 log entries are necessary, exclusive of commercial announcements, which includes approximately 300 entries caused by the rule.

ITS ONE THING to join the Elks, but quite another to be asked to join the Black Crow Lodge of the Comanche Indians — a distinction held by only two white men. Perry Ward, veteran WKY announcer, and one of Oklahoma's best known personalities was bestowed this honor in mid-July. The only other white man so honored is U. S. Senator Elmer Thomas. Shown with Ward, who was re-christened Thunderbird, is the Comanche tribal princess, Esther Riddles. The event was broadcast over WKY in a 30-minute remote pickup from the reservation at Anadarko, Okla., and included the age-old Comanche ritual.

WCSC, Charleston, S. C., claims a scoop in flashing news of the strike of 300 stevedores who left a banana boat lying in a local dock recently. Newspapers and other stations in the vicinity first learned of the strike from a UP bulletin out of Atlanta, while WCSC picked up the story and broadcast a flash immediately when W. W. Boddie, UP man attached to the station, was tipped off to the strike by Thelma Ferguson, WCSC receptionist, who had learned of the dock trouble while at work.

WCMI, Ashland, Ky., recently acquired by Gilmore and Lindsey Nunn, has been added to the new Southeastern group joining MBS Sept. 24. The other stations linking with the network the same day are WSIX, Nashville; WLAP, Lexington, Ky.; WGRC, New Albany, Ind.



WFBL

SYRACUSE

Cash In On This Low-Cost Live Talent Show!

THE WFBL MUSICAL CLOCK— a fast-moving, *live-talent* show— with proved listener-acceptance (requests average over 300 per week). Features two popular emcees, the WFBL Minute Men, and an 8-piece orchestra with 13 instruments. Broadcast every morning 7 'til 9, Monday thru Saturday. A few choice strips immediately available. Write or wire

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

FEE FOR RECORDS DISCUSSED BY NAB

LICENSING of stations for use of phonograph records, in the light of the RCA - Whiteman - WNEW court decision, was discussed by a special committee representing the industry in New York Aug. 10 with representatives of RCA-Victor. NAB President Neville Miller has appointed a new committee to confer with other manufacturers on the question.

Mr. Miller, John Elmer, WCBM, Baltimore, and Clair McCullough, Mason-Dixon Network, discussed the licensing plan [see page 13] with RCA officials after which it was announced further conversations would be held Aug. 22. They also conferred with officials of Decca Record Co. and Columbia Recording Co. regarding their plans for licensing stations, and made arrangements for further conferences.

The committee named by Mr. Miller to carry on negotiations with record manufacturers includes himself as chairman, Messrs. Elmer and McCullough, John Shepard 3d, Yankee Network, and Alexander Dannenbaum, Jr., WDAS, Philadelphia.

Artists Service Upheld

VERDICT upholding an NBC Artists Service contract and awarding its claim of $1,710 for commissions was rendered Aug. 7 in Los Angeles Superior Court in a suit against Willis Cooper, Hollywood writer. At the same time the court set aside a counter suit filed by Cooper asking $10,000 on charges of misrepresentation. Decision is expected to have precedent bearing in Hollywood on numerous contracts entered into by artists and network agencies outside of California by establishing legal aspects of such pacts.

FOR SERVICES to labor, two Washington unions recently presented placques to A. D. Willard Jr., general manager of WJSV, CBS Washington outlet, and Albert N. Dennis, commentator. The citations praised the weekly WJSV feature, *Labor News Review*, conducted by Dennis for more than six consecutive years, and thanked Manager Willard for "courtesy and consideration" shown labor by WJSV. The placques were presented by representatives of the Brewery & Yeast Workers Local No. 48 and the Beer & Soda Water Drivers Local No. 67.

Poor Moore

WHEN Carl Moore, of WEEI, Boston, was summoned to court to answer a traffic violation charge recently, the judge asked if he was the fellow heard on the radio by the magistrate every morning. "Guilty, your honor," answered Moore, adding whimsically, "But I didn't know anyone listened so early." "Well," said the judge, "when I'm cured of insomnia, I'm going to send you up for life. Case dismissed!"

License Fee Plans

(*Continued from page 13*)

the fee to the copyright proprietor of the musical selection, have not been fully worked out, according to Mr. Mackay, but will probably be completed within the next few weeks, and certainly before the licenses become effective on Oct. 1, he stated.

Mr. Early also wrote on that date to all RCA recording artists, notifying them of the proposed plan "to pay a portion of the net resulting fees . . . to the artists whose performances are recorded on our records used by radio stations." Letter suggests to these artists that while the plan is being worked out "it will be in their own best interests to await our further announcement . . . and that in the meantime they do nothing which might preclude them from dealing directly with us."

Following RCA's lead, Decca Records has also notified stations of its intention of licensing them to broadcast its records, and artists that these fees from stations will be split with them. In a letter to all broadcasters, sent Aug. 10, Jack Kapp, president of Decca, says, "We are formulating a plan which will make the bulk of our catalogue of Decca records available to radio broadcasters, subject to certain reasonable restrictions and upon payment of a fee. Details of the plan will be available and will be sent to you in the near future." Letter adds that the license will apply also to Champion records and to Decca (English), Gloria, Odeon and Parlaphone records, for which Decca is sole States distributor. Decca has previously prohibited the broadcasting of its records.

In his letter to artists, also dated Aug. 10, Mr. Kapp states that Decca hopes to put its plan of licensing broadcasters into effect by Sept. 1 and that "in accordance with the terms of your contract with us, you will be entitled to a percentage of these fees in addition to the compensation which you have already received or are now receiving from us."

Possibility that the American Federation of Musicians will want its members to share in the fees collected for the broadcasting of phonograph records, against which they have long and bitterly protested, is foreseen by broadcasters, who predict this question will form an important part of the negotiations for renewal of the contracts between stations and the AFM which expire in January, 1940, for network affiliates and in September, for nonnetwork stations. No statement was forthcoming from AFM headquarters, however, as AFM President Joseph N. Weber is at home ill.

Posibility of an appeal by WNEW and/or NAB was still being considered, but no decision had been reached as BROADCASTING went to press. Station, which discontinued use of RCA records following the court decision, resumed broadcasting them July 31, when RCA notified WNEW that it would not serve the injunctions authorized by the court until it had prepared a license, which would first be submitted to WNEW and that the injunctions would be served only if the station rejected the license.

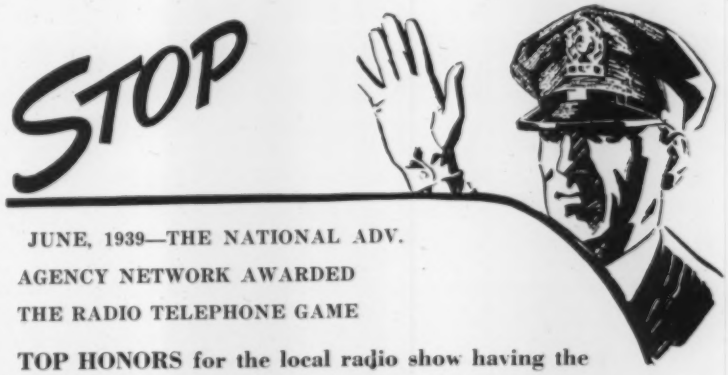
CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

U. S. Representatives:

JOS. WEED & CO.
350 Madison Ave.
New York



JUNE, 1939—THE NATIONAL ADV. AGENCY NETWORK AWARDED THE RADIO TELEPHONE GAME

TOP HONORS for the local radio show having the *finest production* and *merchandising features.*

LOOK AT THESE SUCCESS STORIES

LISTEN EVERYBODY LISTENS BECAUSE THIS

RADIO PROGRAM

IS SENSATIONAL

It's an air version of the most popular game that ever swept the country

LISTENERS PLAY RIGHT IN THEIR OWN HOMES

DOES NOT VIOLATE
LOCAL, STATE OR NATIONAL LAWS.

READ WHAT THESE SPONSORS SAY

Sidney Garfinkel Advertising Agency, San Francisco, California—"We feel you are interested in knowing the program is doing a very good job in Stockton. Our client reported that he has received more good out of this show than anything he has done before." (*This sponsor has been on the air for six months and just renewed for the same period.*)

Mack Baking Company, Bangor, Maine, after four months of broadcasting—"Our bread sales have increased 37%."

Schwabacher Bros. & Co., Inc., Seattle, Washington—"Greatly pleased with Goodman Telephone Game. Public response splendid. Our sales force, customers, and public all enthusiastic."

A LIVE RADIO SHOW FOR LIVE SPONSORS
For Exclusive Rights—Wire or Write

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Visual Images on Cape Cod

VISUAL images from NBC's W2XBS atop the Empire State Bldg. are being picked up regularly and clearly on Cape Cod, 185 air-miles from New York, according to a report reaching NBC from Dean R. Barker, radio and television engineer who operates an experimental receiving station near West Falmouth, Mass. Barker reported that he uses a home-made 21-tube set with a 5-inch kinescope, a portable 40-foot mast and a two-element antenna beam. His explanation for the unusual reception distance is that the W2XBS signals travel almost exclusively over water from the transmitter to West Falmouth.

A GOOD SPOT
FOR TEST CAMPAIGNS

99% American Born White

High income groups
Both city and farms

KGVO

5000 w. Day
1000 w. Night
Missoula
Montana

CBS Affiliate

Covering that territory
between Butte and Spokane

Television News Notes

Don Lee Transmitter

WITH THE FCC assigning new frequencies to W6XAO and granting Don Lee Broadcasting System permission to move its television transmitter from downtown Los Angeles to a new 23-acre site overlooking Hollywood, construction of the new unit-type building to house equipment and studios was expected to get under way shortly. It will be a reinforced Class A structure and move is to involve an expenditure of nearly $1,000,000 before work is completed early next year, according to Thomas S. Lee, president. Proposed telecasting site is atop Hollywoodland and will be known as Mount Lee, in memory of the late Don Lee, founder of the network. Los Angeles City Planning Commission recently approved a petition to move the station to the new site. The new frequency band assigned is 44-50 mc. in lieu of the former assignments on 42-56 and 60-86 mc. W6XAO, started in 1931, is the only television station in the 11 western states and services about 600 sets in the southern California area, on a daily schedule.

RADIO WRITERS GUILD has arranged for a meeting of its members on Sept. 7 in New York, at which time the new constitution recently adopted by the west coast section of RWG and approved by the Authors' League Council will be brought up for approval.

Midwest Video Exhibits

WLS, Chicago, is conducting a television demonstration at the seven-day state fairs of Illinois and Indiana, at Springfield, Ill., Aug. 12-19, and at Indianapolis, Sept. 2-9. RCA iconscope cameras, transmitters and receivers will be used in the daily exhibitions from 10 a. m. to 10 p. m. Special studios have been constructed in the Arts buildings and the transmission is piped to seven RCA television receivers in adjacent rooms. In addition to WLS radio artists, persons from the audience will be televised and each will receive a WLS certificate indicating that he participated in the first State Fair experimental television. WLS has carried on an extensive promotional campaign in connection with the demonstrations. More than 1500 editors of Illinois and Indiana newspapers have been invited to the television show. Banners and posters will be widely used in the fair grounds. Demonstration expenses are shared by WLS and *The Prairie Farmer*.

* * *

Tennis Telecasts

FIRST AMERICAN telecasts of tournament tennis were put on by NBC during the Eastern Grass Court Championships, at the Westchester Country Club, Rye, N. Y., the afternoons of Aug. 9 to 12. Portions of the matches were telecast on the first three days and the complete finals on Sunday, with Jack Fraser as commentator. These tennis visual transmissions were the first public demonstration of two-camera pickups of an outdoor event, the addition of the second camera to the network's mobile unit allowing the field crew to focus one lens on the complete court and to use the other for close-ups of contestants.

* * *

New NBC Video Schedule

WHEN NBC's television station in New York, W2XBS, resumes its regular schedule on Aug. 28, a weekly telecast of a full-length feature film will be added to the previous schedule. New weekly program list will include four evening programs, live talent studio presentations on Tuesday, Thursday and Friday, and the movie on Wednesday; four noontime hour variety shows of live and film entertainment, and three afternoon programs of outdoor events televised by the mobile unit. Total of about 12 to 15 hours a week is indicative of the rapid growth of television since May 1, when NBC began regular program service with a schedule of two hours weekly.

Video Technicians

MOVEMENT has been launched in Hollywood by George H. Seward, president of the Hollywood Television Society, to form a nationwide technical organization, the Television Engineers' Institute of America. Local chapters will operate in localities where there is interest in television and allied sciences. Executive offices are also to be established in New York and Washington as well as Hollywood. At the present time 14 cities, more than half on the West Coast, are served with television broadcasts, according to Seward. Hollywood Television Society was formed in 1936 to provide free television information to those interested. Although local in its operation, the Society has received national recognition as being the only one of its kind.

* * *

Music Merchants See Video

TELEVISION was demonstrated by RCA to the 4,000 members of the National Assn. of Music Merchants attending their annual three-day convention, at Hotel New Yorker, New York, Aug. 1-3. A "jeep" demonstration unit with several receivers was set up in the hotel. RCA dedicated its *Magic Key* program July 31 to the NAMM, and also that week telecast a musical program produced by the Storytone, new electronic instrument combining the music of a piano, radio and phonograph, developed by RCA in cooperation with Story & Clark Piano Co.

* * *

20th-Fox Bans Video

TELEVISION has been added to sound broadcasting as outlaw territory for actors under contract to 20th Century-Fox Film Corp., according to Herman Wobber, general sales manager of the film company. Speaking at a convention of exhibitors at Gloversville, N. Y., on Aug. 2, Wobber stated his company "will do everything possible to keep stars that belong to films and that were made by moving pictures from appearing on radio and television programs."

* * *

Television in Colors

FIRST demonstration of television in natural colors was held Aug. 2 at the Baird Television Corp. laboratories at Sydenham, England, for representatives of the daily and technical press, according to word received by I. C. Javal, company's commercial director, who is headquartered at 1600 Broadway, New York. Cable stated that a color photograph of King George was received on a large screen with "full color and perfect definition".

* * *

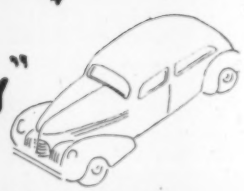
Television Handbook

NEW television handbook, "Look & Listen", covering the development, construction and operation of contemporary television apparatus, written by M. B. Sleeper, has been published by Norman W. Henley Publishing Co., New York [$1 spiral-bound paper, $1.50 cloth]. Fully illustrated, the volume also includes instructions, charts and diagrams for students, experimenters, set builders and servicemen.

SWITZERLAND's recently completed Schwarzenburg shortwave station, which was testing for 25 kw. operation for North and South American, African and Asiatic reception and which was to have been inaugurated Aug. 1, was destroyed by fire recently.

KGW

A Champion sells "Champions"



Radio-wise men and organizations take a look at the prosperous Oregon Market. They take another look at listener preference surveys ... They take a third look at sales records made by the Oregonian's radio stations KGW and KEX ... Then they do as the George B. Wallace Company did when they faced the job of introducing the new Studebaker Champion in Portland, in Oregon and Southern Washington.

Mr. Wallace, Studebaker distributor, tells the story of what happened. *"We elected to use KGW as a major factor in announcing the new Studebaker Champion. We expected to make many sales in this market and our expectations have been handsomely realized. I also wish to express our appreciation of your very excellent service and help in making our campaign the success it is."*

Moral—What KGW and KEX is doing for others it can do for you.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU
Covers the Heart of Missouri

Big Stores Unite In Video Company

Bloomingdale and Abraham & Straus Look to Future

FORSEEING television as "a dramatic new supplement to our present media of advertising and publicity," two New York department stores, Abraham & Straus and Bloomingdale Bros., have formed a subsidiary company, Metropolitan Television, for the specific purpose of transmitting television programs, and have in its name applied to the FCC for a construction permit to erect a television station in New York. Site of the new station, if the license is granted, will be an uptown hotel, probably the Pierre.

President of the new company is Walter Rothschild, president of A & S. Vice-presidents are Harry A. Harry and I. A. Hirschmann, of Bloomingdale's and Robert E. Blum, of A & S; secretary is David M. Freudenthal, Bloomingdale's, and treasurer is Kenneth C. Richmond, A & S. Allen B. DuMont Laboratories are listed as consulting engineers and will supervise construction of the transmitter.

Studies English Methods

Mr. Hirschmann, who sailed on the *Ile de France* Aug. 8 for an English vacation, will devote much of his time in London to studying the television practices of the BBC and will also confer with Gordon Selfridge Jr., of Selfridge's Department Store. Bloomingdale's has already pioneered in department store television merchandising in this country, staging a millinery fashion show on April 26 in cooperation with American Television Corp., which installed in the store a central studio connected by wires to receivers located throughout the store, enabling shoppers in a number of different sections to see the merchandise being televised.

Stating that television will not replace but will go "hand in hand with newspaper and radio merchandise advertising" and that it offers "a fresh new field for the sale of goods and ideas", Mr. Hirschmann said that "it is our intention to study and formulate techniques for the sale of goods, particularly in stores. We are experimenting at present with movie shorts which will be the phonograph records of television for repetitive use and economical programming. Motion picture companies and newspapers will welcome television rather than oppose it, for here is a major field for exploitation in their respective fields."

Plow Pushers

FIRST interstate plowing contest in the United States is scheduled for Sept. 23 at Mitchellville, Ia., Sept. 23 under auspices of WHO, Des Moines, according to Herb Plambeck, WHO farm news editor and director of the contest. Known as the Corn Belt Plowing Match, the affair is planned as an annual event by WHO, which offers $500 in prize money. Cooperating with WHO in conducting the contest are practically farm organizations in Iowa.

Video Channels To Be Identified by Number

TELEVISION channels will be identified by number rather than by actual frequency to simplify procedure under an amendment to FCC rules governing experimental television stations made public Aug. 3.

Section 43.13 (a) of the television rules was amended to set up the television bands in three separate groups for experimental operation. Group A will cover the seven channels in the band 44,000 to 108,000 cycles. Group B will cover the 12 channels in the band 156,000 to 294,000 kilocycles. These channels, each 6,000 kc. wide, will be numbered chronologically from "Channel No. 1" through "Channel No. 19". A third group, Group C, will cover any 6,000 kc. band above 300,000 kc., excluding the band 400,000-401,000 kc.

The channel designations are as follows:

Group A: Channel No. 1—44,000-50,000 kc.; Channel No. 2—50,000-56,000 kc.; Channel No. 3—66,000-72,000 kc.; Channel No. 4—78,000-84,000 kc.; Channel No. 5—84-000-90,000 kc.; Channel No. 6—96,000-102,000 kc.; Channel No. 7—102,000-108,-000 kc.

Group B: Channel No. 8—156,000-162,000 kc.; Channel No. 9—162,000-168,000 kc.; Channel No. 10—180,000-186,000 kc.; Channel No. 11—186,000-192,000 kc.; Channel No. 12—204,000-210,000 kc.; Channel No. 13—210,000-216,000 kc.; Channel No. 14—234,000-240,000 kc.; Channel No. 15—240,-000-246,000 kc.; Channel No. 16—258,000-264,000 kc.; Channel No. 17—264,000-270,000 kc.; Channel No. 18—282,000-288,-000 kc.; Channel No. 19—288,000-294,000 kc.

Group C: Any 6,000 kc. band above 300,-000 kc., excluding the band 400,000-401,000 kc.

TELEVISION PERMIT IS SOUGHT BY WOR

FIFTH application for a television station in the New York area has been filed by Bamberger Broadcasting Service, operator of WOR, Newark. If the license is granted, the television transmitter will be located in the upper stories of 1450 Broadway, New York, where WOR's facsimile and high frequency transmitters are already situated and adjoining the building containing the studios of WOR. While not as high as the Empire State Tower in which NBC's television transmitter is located, nor the Chrysler Tower in which CBS is now installing its television equipment, the quarters at 1450 Broadway are 511 feet above sea level. high enough to serve the entire metropolitan area, WOR believes. Application, filed Aug. 3, calls for a 1000-watt transmitter to operate in the 84-to-90-megacycle band, for experimentation in both engineering and program techniques. Present plans call for the use of RCA equipment.

* * *

Light Control Balcony

A LIGHT control balcony is being erected in Studio 3-H, NBC's chief television studio in Radio City, New York, which is also being equipped with many more of the Eddy lighting units during its August overhauling. A new device will enable the operator to cut out half of the lights on each unit during rehearsals, lessening the light and heat without disturbing the relative light distribution on the set.

FINCH FACSIMILE
—A NEW MILEPOST IN BROADCASTING!

- The use of Finch Facsimile by fifteen nationally-known broadcasting stations signalizes a new era in radio. It points the way to a new source of revenue that can be capitalized by all stations . . . regardless of size or location.
- With Finch Facsimile you can reproduce a full-size tabloid newspaper right in your listeners' homes. Anything that can be printed, photographed, drawn or written can be transmitted and received by Finch Facsimile equipment. News bulletins, pictures and advertisements are handled with equal ease and facility at the amazing speed of eight full pages per hour!
- Finch Facsimile can be added to your station equipment at surprisingly low cost. Write for Bulletin "B" which shows how you can bring this outstanding new radio development to your service area.

When in New York be sure to see Finch Facsimile in action. It will be a pleasure to give you a special demonstration by appointment.

——FINCH——
TELECOMMUNICATIONS LABORATORIES Inc.
1819 BROADWAY NEW YORK, N. Y.
Plant and Aircraft Laboratory, Bendix, N. J.

CFCF
MONTREAL
first
IN
CANADA'S RICHEST MARKET

Consistently fine radio entertainment, Sportscasts and Newscasts by Transradio have combined to place CFCF in front of all other Montreal stations. CFCF can build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
Basic Red Network
LOWEST COST PER LISTENER IN TWIN CITIES AREA
MINNEAPOLIS SAINT PAUL

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

CFCF
dominates a
BI-LINGUAL AUDIENCE
of over
1,000,000

If 25%
OF ALL THE PEOPLE
GET ALL THEIR NEWS
FROM **RADIO**
(As August Fortune Indicates)
- - - - - - - - - and if
LISTENERS put as
much **FAITH** in radio
news as Fortune's
study shows - - - then
that makes
ERLE SMITH
on **KMBC**
a terrific radio buy,
because our latest
Survey proves again
that the bulk of the
Kansas City audience
is with him every
time he's on the air!
Ask **Free & Peters**
about one of these spots:
5:45 AM 7:15 AM
5:45 PM* 9:30 PM
*6:00 PM after daylight saving
KMBC
OF KANSAS CITY
The Program Building and Testing Station

PRESENTING a certificate, which made the *Mrs. Tucker's Smile* program a charter member of the WFAA 1,000 Broadcasts Club, to Arthur Hopkins, president of Interstate Cotton Oil Refining Co., Sherman, Tex., sponsor of the program, Martin B. Campbell (left) general manager of WFAA, Dallas, helped celebrate its 1,000th consecutive studio broadcast over WFAA on July 26. Looking on contentedly are Wilson Crook (third from left), president of Crook Adv. Agency, Dallas, and Alex Keese (right), regional sales manager of WFAA. The presentation was made at a luncheon given by the WFAA management immediately after the 1,000th broadcast, which made it the oldest continuous studio commercial in Southwestern radio, according to WFAA.

Better Disc Productions Sought for Australians

IF HOLLYWOOD transcription producers plan to continue their output of transcribed shows for the Australian market, they must improve quality to meet the increase in live production now under way in that country, according to S. Benjamin Dobbs, managing director of J. Walter Thompson Co., Sydney, Australia, who arrived in Hollywood Aug. 8, en route to New York for conferences with agency executives.

In a conference with Danny Danker, the agency's Hollywood vice-president in charge of radio, he discussed possibilities of increased live talent shows in Australia, and also cited statistics concerning productions now on schedule.

"Although 90% of the programs at the present time are transcribed, through a close-knitted working arrangement with our New York and Hollywood offices, we have been able to produce live programs in Australia that have awakened advertisers to the efficacy of local production," Dobbs said. "Of the transcribed programs, a greater portion of them are dramatic, and 75% of these have been produced in Hollywood. We are gradually cutting down this figure, replacing them with live talent production. Our greatest lack at this time is production ability".

Wheatena's Serial

WHEATENA Co., Rahway, N. J., will start a dramatic serial on NBC-Red this fall as a half-hour Saturday morning program for Wheatena cereal. Program, *Hilda Hope, M.D.*, is aimed at the large morning audience which on Saturday has no serial shows to follow, most of these programs being broadcast on a Monday through Friday basis. Sponsor will also begin using news broadcasts on WOR, Newark, in October, starting on a twice-weekly basis Oct. 3, from 4 to 4:15 p. m., and switching to three times a week, from 8 to 8:15 a. m., on Oct. 16. Agency is Compton Adv., New York.

Late Personal Notes

ROY E. BLOSSOM, since manager of WFBM, Indianapolis, is leaving the broadcasting business to return to the electric utility business. On Aug. 1 WFBM Inc. took over the station from the Indianapolis Power & Light Company, and it is now under the active management of Jesse L. Kaufman. Mr. Blossom has been made secretary and treasurer of the Indiana Electric Association, composed of all the electric utilities in the state.

CHET MITTENDORF, for the last six years sales manager of KFWB, will head a newly created department under Jack Gross, new sales manager [page 46]. He will be in charge of his own sales and production unit, handling independent programs for the station, from sales and merchandising through to broadcast.

HARBEN DANIEL, commercial manager of WSM, Nashville, will leave that post this autumn to become manager of the new WSAV, Savannah, Ga. The FCC recently authorized him to acquire part interest in the station [BROADCASTING, Aug. 1]. He will also resign as chairman of the sales directors of the Sixth NAB District.

JOHN A. HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, who is a captain in the Army Signal Corps Reserve, is spending the last two weeks of August at the Plattsburg (N. Y.) training camp.

E. R. VADEBONCOEUR, veteran newspaperman, is to join WSYR, Syracuse, N. Y., as director of news and special events.

LEW LONDON, announcer of WPEN, Philadelphia, is to marry Edith Corday, professional model, Sept. 10.

LARRY HARDING of the CBS production department underwent a tonsillectomy Aug. 9 at St. Luke's Hospital, New York.

DR. VLADIMIR ZWORYKIN of RCA, on Aug. 10 landed in Naples, Italy, from a European vacation.

LINCOLN SIMONDS, of the Texas State Network sales department, on Aug. 5 underwent an operation for glaucoma of the right eye, and is confined to the hospital.

BURTON ADAMS, formerly chief clerk of the NBC stations relations department, on Aug. 14 joined McCann-Erickson, New York, as assistant timebuyer. He is succeeded by Tom Campbell, formerly receptionist in station relations.

Pearson Protests Net's Retraction

Threatens Suit When Hoover Apology Plea Is Granted

TWO public apologies were recently made on NBC networks during programs which originated from its Chicago studios. Drew Pearson, Washington columnist, appeared in late July as a guest on *The Inside Story* and the University of Chicago *Round Table* programs. On the first program, he allegedly remarked that Senator Tydings of Maryland was diverting WPA labor to a private use. The statement went out on the eastern half of NBC-Blue network, was retracted on the rebroadcast.

On July 31, Mr. Pearson participated in the *Round Table* broadcast on NBC-Red network and allegedly said that former President Herbert Hoover "had men buying up southern delegates". The statement was retracted on the Aug. 6 broadcast of the *Round Table*.

Retraction Made

Frederic Woodward, vice-president of Chicago U., issued this statement which was read on the air: "On behalf of the University of Chicago and its *Round Table*, I wish to express regret that a statement was made last Sunday with respect to former President Herbert Hoover, which we believe was untrue. It was stated, with reference to the next Republican national convention, that Mr. Hoover 'has men down in Louisiana and Mississippi buying up the delegations down there'. That statement should never have been made. We have ample assurance that it is absolutely untrue." Mr. Woodward's statement explained that the remark was extemporaneous and that it was not included in the published transcript of the *Round Table*.

In Washington Mr. Pearson disclosed that he was bringing legal proceedings against Mr. Woodward for the apology, which he called "a damaging statement". "It is significant," Mr. Pearson said, "that Mr. Woodward, an old friend of Mr. Hoover's, stepped into a situation which did not concern him and regarding which I told the University I would take full responsibility." He added that it was also "significant" that Mr. Hoover had made no protest to him personally, but had directed it instead to Mr. Woodward.

Meanwhile Senator Neely (D-W. Va.) and Rep. Fries (D-Ill.) publicly protested the apology and backed Pearson in his statement about the former President's activities, sending wires to both NBC and Chicago U. Senator Neely declared in a telegram to NBC that the network should have commended Pearson "for turning on the light instead of apologizing for his courageous deliverance in this matter."

Testing New Gum

AMERICAN CHICLE Co., Long Island City, is running a test announcement campaign for Adams Lurals, a new antiseptic chewing gum, on WNBF, Binghamton. National plans have not been perfected, according to Badger and Browning & Hersey, New York, agency for the account.

Army's Biggest Maneuvers in History Given Intensive Broadcast Coverage

RADIO is getting its first chance to demonstrate its wartime value in keeping the public abreast of military events as networks and individual stations throughout the Eastern United States cooperate with military authorities in covering the Army maneuvers now under way at Plattsburg, N. Y., and Manassas, Va.

To assist radio in giving complete and immediate coverage, a special department of radio information, separate from that serving the newspapers, has been established by the Army's public relations division. Capt. J. F. Glavin has charge of radio publicity. Capt. Dorsey Owings of the Officers Reserve Corps, president of Portable Electric Power, New York battery manufacturer, and Maj. John A. Holman, ORC, general manager of WBZ-WBZA, Boston, will assist Capt. Glavin.

Regular news bulletins, especially condensed and prepared for broadcasting, will be sent by airmail and by the radio press services to more than 100 stations in the Northeast. Television coverage of the maneuvers has also been arranged through the placement of sound motion picture cameras at strategic points. The films will be flown to New York by Army airplanes for telecasting within a few hours of the events photographed.

Largest Maneuvers

Announcements of the maneuvers are included in the NAB Bulletins for Aug. 10, 17, 24 and 31, requesting member stations to cooperate by broadcasting the news bulletins and also by arranging special local programs in cooperation with veterans' organizations and other patriotic groups.

While details are necessarily being kept secret by Army officials, it is understood that military radio will be given a thorough test, each unit being equipped with pack transmitter-receivers for communication between front lines and field headquarters. Motorcycle runners will similarly make use of two-way radio. Each Army will also make full use of radio in laying down a barrage of propaganda into enemy territory and each will also attempt to blot out any counter propaganda leaking into its own country.

Largest peacetime maneuvers ever held in the United States, these war games, from Aug. 13 to 27, will enlist some 75,000 officers and men of the Regular Army, National Guard, and Organized Reserves. Troops from the New England states, New York, Delaware, and New Jersey are gathered at Plattsburg, while Manassas is headquarters for the soldiers from Pennsylvania, Virginia, Maryland and West Virginia.

Broadcast coverage of the maneuvers began Aug. 4 when WOL, Washington, and WBAL, Baltimore, carried a discussion of the maneuvers by Army officers, and will continue until the completion of the war games. On Aug. 6 the Inter-City network broadcast a program outlining the objectives of the maneuvers. On Aug. 13 NBC and CBS broadcast addresses by Lieut. Gen. Hugh A. Drum in command of the First Army, and Maj. Gen. J. K. Parsons, head of the Third Corps. Aug. 14 CBS broadcast a description of the Manassas "front".

NBC on Aug. 19 will present a typical wartime program of army camp entertainment furnished by the officers and men in camp at Plattsburg. On Aug. 20 CBS will broadcast a military church service, including talks by a Catholic, a Protestant and a Jewish chaplain on the subject of "Religion in Crisis".

On Aug. 22 CBS will broadcast a program of informal interviews by Bob Trout with the Plattsburg troops. Descriptions of the maneuvers in working out the tactical problem presented to the troops will be broadcast by both CBS and NBC on Aug. 24 and 25. Daily programs during the complete period will be broadcast by WMFF, Plattsburg.

Recordings to Be Made

WMCA, New York, has arranged to have a mobile recording unit with the troops on Aug. 22-24, the records to be flown to New York each day and combined into a half-hour documentary program for broadcast that evening. Hal Janis will direct production of these field recordings, accompanied by Frank Marx, engineer, and Leon Goldstein, publicity director of the station, who will give the commentaries.

NBC staff covering the maneuvers will be headed by J. Harrison Hartley of the network's special events division, and will include George Hicks, Gene Hamilton and George Putnam, announcers; Max Jacobson, Don Whittemore, John Larsen, John Fricker and Andrew Thomson, engineers; Edwin Curtin, William Miller and Robert Fraser of the press department, and Howard L. Nussbaum, producer. Charles A. Wall, assistant to the treasurer of NBC, is assistant Chief of Staff of the First Division in charge of plans and operations.

CBS staff covering the war games is headed by Bill Dunn in charge of production and Bob Trout as chief announcer. Other announcers are John Reed King and George Putnam. Bob Thompson heads the engineer group, which includes Robert Anderson, Sidney Bergere, William Busch, Alfred Siegler, Frank Sosebee. The CBS contingent also includes John Charles Daly, of WJSV, Washington.

Equipment

WJSV, Washington, recently let building contracts totalling $87,257 for construction work on its new 50,000 watt transmitter to be located at Wheaton, Md. The George Martin Construction Co., Washington, was awarded the building construction contract, amounting to $53,600, while another contract for three guyed 340-foot towers, aggregating $33,657, went to Blaw-Knox, according to A. D. Willard Jr., general manager of the CBS Washington outlet. The new transmitter plant, to cost about $275,000, is to be Western Electric equipped throughout, the transmitter apparatus amounting to more than $125,000. Building construction is expected to be finished within 90 days, and 50,000 watt operations probably will start before the first of the year.

WFAA, Dallas, has purchased RCA facsimile equipment for transmissions of a special facsimile edition of the *Dallas News*, to begin as soon as installation is completed. Station recently secured an assignment of 1,000 watts on 25250 kc. [BROADCASTING, Aug. 1]. RCA reports that other newspaper-owned stations using its equipment are WBNS, *Columbus Dispatch*; KSD, *St. Louis Post-Dispatch*; WBEN, *Buffalo News*; KFBK, Sacramento, and KMJ, Fresno, McClatchy Newspapers.

RCA MFG. Co., Camden, has published a descriptive circular on its new RB-2 pack transmitter, along with catalogue description and specifications for the 303-A frequency-limit monitor, 304-A cathode-ray oscillograph, MI-7823 UHF antenna, and RCA facsimile equipment.

WWSW, Pittsburgh, has purchased an RCA 250-G transmitter, subject to a grant by the FCC of its application for increased power. KPAC, Port Arthur, Tex., has purchased an RCA 1-G 1,000 watt transmitter.

WCOS, newly-authorized station in Columbia, S. C., has purchased an RCA 250-D transmitter of 250 watts output.

WJJD, Chicago, has installed Collins high-fidelity amplifiers and has rewired its studios throughout. New mixing and switching panels and a new signal system were installed by Chief Engineer W. G. Gunther and Hilton Remley.

WING, Dayton (formerly WSMK), has installed a new Collins 500-watt transmitter, along with new studio and control room equipment.

AN ADDITIONAL shortwave was granted by the FCC Aug. 8 to WSLR, of the World Wide Broadcasting Corp., Boston. Now using 11730 and 15130 kc. in the international service, it was also assigned 25600 kc.

Relay Power Change

AMENDMENT of its rule governing relay broadcast stations assigned to two categories of frequencies, whereby the limitation on power is entirely eliminated, was announced Aug. 2 by the FCC. Section 41.05 (c) was revised so that relay stations assigned to frequencies in group H, covering amplitude modulation and Group I, covering frequency modulation, will be limited to use of power output "not in excess of that necessary to transmit the program." The rule in its original form limited power to 50 watts peak, with 10 watts specified where interference might be caused. It is expected under the revised rule that power as high as 100 watts will be authorized. The frequencies involved range from 132,000 to 138,000 kilocycles.

Doctor's Service Denied

HOLDING that the applicant "contemplates a service to a portion of a special class and is unaccompanied by any developed plan insuring equality of opportunity for its use by any entire class," the FCC has denied an application of Sherman C. Amsden, doing business as the Doctor's Telephone Service, New York City, for an emergency radio station to operate with 500 watts on 31180 kc. The proposed service would provide a "paging service" for subscribing doctors, but the Commission stated that no frequencies are assigned for the purpose.

U. S. BUREAU of Standards has published the annual report of its radio section in mimeograph form, and it is available upon request from Washington headquarters. It details, among other things, the Bureau's work on frequency standards and its regular service of standard frequency dissemination from its transmitting station WWV, Beltsville, Md.

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Yes — PLOP your campaign all over Montana by using—

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You get 111, Helena, as a bonus station whether "spot" or NBC.

FTC Stipulations

THE Federal Trade Commission has ordered Knox Co., Los Angeles, to cease certain claims for its Cystex. Vadsco Sales Corp., Long Island City, has agreed to cease certain claims for its Deletrez Cleansing Cream. Miles Laboratories, Elkhart, Ind., has stipulated that it will cease certain claims as to the therapeutic effects of Alka-Seltzer. Philip Morris & Co., New York, has been charged with dissemination of misleading representations in the sale and distribution of Philip Morris, English Oval, Player's Navy Cut and Marlboro cigarettes. Statements about location of factories, years in business and other claims are allegedly misleading.

P & G in Canada

PROCTER & GAMBLE, Cincinnati (Oxydol), has started *The Gospel Singer*, five-weekly quarter-hour transcriptions on the following Canadian stations: CKY CJCA CKCK CFCF CHNS CJCB CFCY CFNB CHSJ CBO CFCN. The firm is also using five weekly discs of *Kitty Keene* on CFRB, Toronto. Blackett-Sample-Hummert, Chicago, handles the account.

Conference Speakers

AMONG business leaders scheduled to speak at the 11th annual Boston Conference on Distribution, to be held Oct. 2-3 at the Hotel Statler in Boston, are Paul Hollister, executive vice-president, R. H. Macy & Co.; Don Francisco, president, Lord & Thomas, New York, and Harry Boyd Brown, national merchandising manager, Philco Radio & Television Corp.

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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Engineer-press operator progressive local. Handle 40 W. P. M. C. W. Give references, complete details, recent photo. Box A476, BROADCASTING.

Complete station personnel, 1000-watt station, middle west: full particulars must be stated. Box A455, BROADCASTING.

National Radio Employment Bureau wants experienced salesmen, announcers, operators and other employes, except talent. Complete information free. Paramount Distributors. Box 864, Denver, Colorado.

Situations Wanted

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers; higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A456, BROADCASTING.

Operator, First Class Telephone, Second Class Telegraph. More than a year's experience in commercial broadcast station as operator-announcer. Five months at sea. Will go anywhere. Box A470, BROADCASTING.

Station Manager: Has built and managed two successful stations. Knows radio from every angle. In the business since 1924. Young and has sound ideas that sell. Specialized in the sales field for past six years. Desires to locate with a new or established station as general manager or sales-manager. Free to travel. Available on short notice. Box A477, BROADCASTING.

Continuity Writer—University graduate, major in English. Experienced in both continuity and dialogue. Thomas Flynn, 204 Morgan, Collingswood, N. J.

Salesmanager . . . Outstanding twelve years' record successful advertising selling metropolitan areas desires connection with progressive station. Single. Age 34. Irish. References. Go anywhere. Desires reasonable salary or drawing account. Box A461, BROADCASTING.

Announcer-Engineer, single, desires change. Programming experience. Capable, Efficient, Reliable. References. Box A464, BROADCASTING.

Salesman Available—Ad-man. Sells anything. Excells in Radio. Recently with huge newspaper. Unencumbered. Prefers North. Box A465, BROADCASTING.

News! Thoroughly experienced newscaster, editor, commentator. Background advertising, travel. Now employed, seeking better opportunity. Ten years in radio. Can also handle interviews, special features, continuity. Transcription available. Box A478, BROADCASTING.

Versatile station manager concentrating on sales. Desires greater opportunity beginning September 1. Box A457, BROADCASTING.

Experienced radio comedian who can write, announce and sell. I get results. Reliable references. Box A458, BROADCASTING.

Engineer — Competent Experienced. Telephone and telegraph licenses. Graduate Dodge's Radio. Consider anything. Box A460, BROADCASTING.

Engineer. Five years experience desires job with progressive organization. Transmitter, control board, maintenance and network experience. Best references. Prefer Texas, Oklahoma, Arkansas, or any nearby states but will go anywhere if the right opportunity. Box A450, BROADCASTING.

Continuity Manager. Knows the ropes. One job five years; desires change. Box A468, BROADCASTING.

Situations Wanted (Cont'd.)

Nationally-Known Lecturer, Fellow Royal Geographical Society (London), World Traveller, seeks position announcer or news commentator leading progressive station. Formerly managed large station leading British Dominion; editorial writer British and American publications. Widely travelled all continents. Extensive broadcasting experience. Available September. Box A452, BROADCASTING.

"Advertising Manager daily newspaper desires to enter commercial department small station. Box A453, BROADCASTING."

Certified Public Accountant: 15 years experience. Investigations, taxes; master of laws—Labor Law expert. Seeks permanent or temporary position. Box A454, BROADCASTING.

Experienced News Man—Seven years with wire service and metropolitan newspaper. Specialist on news writing and editing. Can give station excellent local news coverage. Also can handle publicity, special events, interviews, and promotion. Age 26 and married. Box A462, BROADCASTING.

Sports Announcer—Handle play-by-play all sports; sport commentary, recordings. Box A472, BROADCASTING.

Production Manager: Ten years experience. Three years network originations. Wants responsible affiliation with large organization. Box A467, BROADCASTING.

An experienced radio salesmanager now employed, who for years has successfully organized and directed sales forces at both network and independent stations is open for an engagement. Box A474, BROADCASTING.

Engineering executive, now employed, desires position with progressive network regional or clear-channel station in general administrative capacity. Qualifications: eight years experience as announcer, engineer, supervisor; college graduate, major in marketing; travelled. Single. References. Box A469, BROADCASTING.

"Station Executive and Chief Engineer. Ten years experience with well rounded background in Sales, Production, Engineering and general station management. Will consider assistant manager's job or chief engineer of regional station. Now employed but good reasons for changing. Furnish good references." Box A451, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A471, BROADCASTING.

A capable general manager will be available who has a record of materially increasing the business of the stations he has run and in one instance of actually doubling a station's business. Box A473, BROADCASTING.

Commercial Credit Writer: Produced 20,000 in five years. Wants agency position only. In New York for interview August 30th. Box A466, BROADCASTING.

Wanted to Buy

Would like to buy, lease or manage radio station. Box A459, BROADCASTING.

Wanted: two used insulated towers 235 ft. or over. Box A463, BROADCASTING.

For Sale—Equipment

Western Electric 353 B-1 1 Kilowatt transmitter complete, also two Blaw Knox 254 ft. radiators. Box A475, BROADCASTING.

in the CONTROL ROOM

MERVYN RATHBORNE, president of American Communications Association, CIO communications union which has organized the technicians at a number of radio stations, has been appointed a member of the National Advisory Committee of the National Youth Administration by President Roosevelt.

WAYNE J. HATCHETT, chief engineer of KITE, Kansas City, has been elected an honorary member of the "IC" Club, formed by the June graduating class of First National Television, Kansas City, so members can exchange data. The club's name was taken from the Iconoscope television tube. Its president is P. S. Gubbins.

FRANK LEHNERT, engineer of WBBM, Chicago, recently dislocated a shoulder but posted a 132 golf score in the WBBM Invalid's Handicap held Aug. 7. Frank shot the 18 holes with his left hand.

HENRY POOLE, Transradio Press operator, has joined KGY, Olympia, Wash. as relief operator-announcer during the vacation season.

AL ERICSON, control engineer of WISN, Milwaukee, is the father of a girl born recently.

ELMO DARRAH, formerly of KICA, Clovis, N. M., has joined the engineering staff of KOB, Albuquerque.

WARD WILSON, former NBC engineer who turned imitator as a hobby and now plays *Beetle* on the *Phil Baker* program, was featured Aug. 9 on the *Hobby Lobby* programs on NBC-Blue, conducted by Gabriel Heatter during Dave Elman's vacation.

FORREST A. BARTLETT, Transradio Press operator at KGER, Long Beach, Cal., is the father of a boy born Aug. 4.

HERMAN GUNTHER, new to radio, has joined the engineering staff of WJJD, Chicago. His brother, W. Gunther, WJJD chief engineer, is convalescing at Bethany Hospital, Oak Park, following a serious head infection developed after a tonsilectomy.

ARSENE NADEAU, chief engineer of CHRC, Quebec, recently married Lucienne Leblond.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., and Doris E. Thomson were married Aug. 6 in Holliday, Mo.

J. D. JONES, engineer of KGKO, Fort Worth, a member of the Naval Reserve, has been ordered to the Pensacola Naval Air Base for his summer duty.

BOB THOMPSON, engineer of KSUN, Bisbee, has been transferred by the Arizona Network to KOY, Phoenix, as chief engineer of the group.

Sustaining Program A Nuisance

St. Louis KWK is carrying a sustaining program which is simply a pain in the neck. It is scheduled in one of the most desirable morning quarter hours on the station's schedule and every time the program department tries to move it the telephone lines howl with disapproval. Once it was dropped entirely and you would have thought the resistance was actually organized. It was replaced after a week. The audience to the program is probably not as large as McCarthy's but it is attentive and what else is a smart time buyer interested in. Moreover, the audience is guaranteed to be of that charming sex that buys all the groceries. The name of the program is "Keep Fit to Music with Wallace". Why don't you ask either St. Louis KWK or the Paul Raymer office to give you more dope on it.

Pd. Adv.

Lent Is Given Promotion In NBC Stations Branch

WORTHINGTON C. LENT, NBC allocations engineer attached to its Washington division, on Aug. 1 was named assistant director of development and research in the stations department. He will function under C. W. Horn, assistant vice-president and director of development and research, who in turn reports to William S. Hedges, stations vice-president.

Mr. Lent

Mr. Lent joined NBC in 1935, leaving his own business as head of the General Communications Laboratories in Richfield, N. J. He was NBC's chief technical witness during the so-called network-monopoly inquiry before the FCC which began last November. Phillip I. Merryman, NBC engineer, recently was named an assistant director of development and research.

NBC Technical Group

NEW YORK STATE Assn. of Technical Employes of NBC Inc., is now the correct title of the New York chapter of the union of operating engineers employed by the network, following the receipt of its corporation charter from New York State. G. E. Stewart is chairman and C. E. Clayton secretary. The national organization, which includes chapters at Schenectady, Washington, Cleveland, Chicago, St. Louis, Denver, Los Angeles and San Francisco, as well as New York, and another New York chapter whose members are engaged in development and research, is not itself a corporation. Purpose of the incorporation, which is as a non-profit organization, is to perpetuate the organization regardless of changes in personnel.

Operators' Records

TO CLEAR up misinterpretations of its revised rules governing endorsement of service records of commercial radio operators, the FCC Aug. 9 dispatched to all stations a detailed explanation of the requirements of the regulation (Sec. 164.06) which became effective July 1. The manner in which the station licensee or his agent shall certify the service records of operators, in order to enable them to qualify for renewal of their certificates, is clearly set forth. Chief engineers of stations who do not actually qualify by virtue of practical transmitter operation, under the rules, will not be accorded operator's licenses under the rules. The text of the statement may be procured from the FCC.

CBC Rules Published

CANADIAN Broadcasting Corp. has issued in booklet form its latest regulations under the title *Statement of Policy With Respect to Controversial Broadcasting* [BROADCASTING, July 15], and is distributing the booklet to broadcasters, newspapers and advertisers.

THE U. S. Patent Office on Aug. 8 issued Patent No. 2,168,566, covering a television system, to Dr. Alfred N. Goldsmith, New York consulting engineer. On the same day it issued a patent, No. 2,168,326, covering an automatic tuning system and apparatus, to Arthur A. Collins, of the Collins Radio Co., Cedar Rapids, Ia.

FROM "blood-and-thunder" drama to a lilting tune—the needs of modern radio networks are many and varied. They present tough problems to the sound engineer.

Within the Bell Telephone System, special circuits have been developed to link the nation's radio stations. The most modern equipment and trained supervisors stand guard over sound throughout network transmission.

And the work goes on. The Bell Telephone Laboratories are constantly striving to improve the facilities and service the telephone industry offers to the radio industry.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JULY 29 TO AUGUST 11, INCLUSIVE

Decisions . . .

JULY 31

WPG, Atlantic City; WMFF, Plattsburg, N. Y.; NEW, Moody Bible Inst. Radio Station, Chicago—Oral argument set 9-14-39.

AUGUST 1

NEW, Central Bcstg. Corp., Worcester, Mass.—Dismissed with prejudice applic. CP 1500 kc 100-250 w at request of applicant.

NEW, Hannibal Bcstg. Co., St. Louis—Denied as in default applic. CP 1310 kc 100 w unl.

MISCELLANEOUS—KARK, Little Rock, granted license increase N to 1 kw directional; KWFT, Wichita Falls, Texas, granted license new station 620 kc 250 w-l kw unl.; WPIV, Petersburg, Va., granted mod. CP trans., studio sites; WJNO, W. Palm Beach, Fla., granted CP new equip.; W6XAO, Don Lee Bcstg. System, Los Angeles, granted CP change television site etc.; WFBR, Baltimore, granted license aux. trans.; WLW, Cincinnati, granted license for equip. changes; WMAN, Marinette, Wis., granted mod. CP new station re antenna, studio sites.

AUGUST 5

MISCELLANEOUS — WMC, Memphis, granted extension temp. auth. 5 kw N; NEW, Thomas W. Watson, Endicott, N. Y., granted intervention applic. WSPR, Springfield; KGHF, Pueblo, Col., dismissed with prejudice applic. move trans., increase power, new radiator; WXYZ, Detroit, dismissed without prejudice applic. CP 5 kw D & N.

AUGUST 8

APPLICATIONS GRANTED:

NEW, Hiawathaland Bcstg. Co., Sault Ste. Marie, Mich.—CP 1200 kc 100-250 w unl.

NEW, Travelers Bcstg. Service Corp., Hartford—CP high-freq. 1 kw unl.

WMBI, Chicago—Vol. assignment license to Moody Bible Institute of Chicago.

NEW, WOKO Inc., Albany—CP facsimile, 25050 kc. conditionally.

KNOW, Austin, Tex.—CP move trans., new equip., increase D to 250 w.

WOKO, Albany—Exp. auth. facsimile 1430 kc 2-5 a. m.

WTAG, Worcester, Mass. — CP new equip., directional antenna, increase D to 5 kw.

WSAV, Savannah, Ga.—Granted vol. assign. CP to WSAV Inc., new station 1310 kc 100 w unl.

WHAI, Greenfield, Mass.; WJLS, Beckley, W. Va.; WLVA, Lynchburg, Va.; WBLK, Clarksburg, W. Va.; KTOK, Oklahoma City; WACO, Waco, Tex.; WLAK, Lakeland, Fla.; WSJS, Winston-Salem, N. C.; WLBC, Muncie, Ind.; WEMP, Milwaukee; WCLO, Janesville, Wis.; WSBC, Chicago; WEBR, Buffalo—Granted mod. license to increase N to 250 kc.

KMJ, Fresno, Cal.—Extension facsimile.

NEW, Yuma Bcstg. Co., Yuma, Ariz.—Granted CP 1210 kc 100-250 w unl.

KHBG, Okmulgee, Okla.—Granted auth. transfer control to Mrs. Lucille Buford, Paschel Buford, Mrs. S. P. Ross, Sam W. Ross.

WXYZ, Detroit—Granted CP new equip., antenna, increase D to 5 kw.

WBHP, Huntsville, Ala.—Temporary extension license.

WALA, Mobile, Ala.—Granted CP change trans. site, radiator, increase N to 1 kw.

SET FOR HEARING—NEW, Springfield Radio Service, Springfield, O., CP 780 kc 250 w D; WROL, Knoxville, CP move trans., new equip., antenna, change 1310 kc 100-250 w to 620 kc 500 w-l kw directional N; KABC, San Antonio, CP move trans., new equip., radiator, change 1420 kc 100-250 w to 630 kc 1-5 kw; WGAN, Portland, Me., CP new equip., change 640 kc 500 w ltd. to 1390 kc 1-5 kw unl., directional N.

MISCELLANEOUS—WPG, New York, denied dismissal of WQXR exceptions; NEW, Frey & Greever, Logan, W. Va., granted auth. take depositions; KGDE, Fergus Falls, Minn., granted CP new equip.; NEW, Edwin H. Armstrong, New York, granted CP high-freq. portable; KCKN, Kansas City, granted CP new equip.; WWSW, Pittsburgh, granted CP trans. site, radiator; WIOD-WMBF, Miami, granted CP change equip.; WCLS, Joliet, Ill., granted CP move trans. studio, change equip., new radiator; WDAS, Philadelphia, granted mod. CP new auxiliary equipment; KWKH, Shreveport, La., granted mod. spec. auth. change equip.; WISE, Asheville, N. C., granted mod. CP trans., studio sites, change equip.; KPAC, Port Arthur, Tex., granted mod. CP new equip., change antenna; KYCA, Prescott, Ariz., reissued CP 1500 kc 100-250 w unl., in accordance with court decision; WOMI, Owensboro, Ky., denied rehearing of action 6-21-39 denying mod. license to 1200 kc 100-250 w unl.; NEW, Summit Radio Corp., Akron, granted supplemental petition for reconsideration of action 5-11-38 in denying applic. Summit Radio Corp., revoked that order, and adopted order granting applic. CP 1530 kc 1 kw unl.; NEW, Publix Banford Theatres, Asheville, N. C., remanded for further hearing applic. CP 1430 kc 1 kw unl., directional N; KEHE, Los Angeles, granted petition to change call letters to KECA; KFOX, Long Beach, Cal., retired to closed files applic. CP increase power; WBAX, Wilkes-Barre, Pa., dismissed applic. transfer license to Stenger Bcstg. Corp. because it is not signed by assignor.

AUGUST 9

MISCELLANEOUS — WBBM, Chicago; KFAB, Lincoln, Neb.—Granted extension temp. auth. simul., non-synchron to 9-7-39; NEW, Bellingham Bcstg. Co. and KVOS, Bellingham, Wash., order assigning Payne to preside at hearing amended to assign George B. Porter if Payne cannot be present; KGVO, Missoula, Mont., dismissed with prejudice applic. mod. license to change operating assignment.

AUGUST 10

MISCELLANEOUS — KFRU, Columbia, Mo., granted motion withdraw without prejudice applic. mod. license; KMMJ, Clay Center, Neb., granted motion dismiss without prejudice applic. CP increase power.

Proposed Decisions . . .

AUGUST 8

WGRC, New Albany, Ind.—Denied applic. change 1370 kc 250 w D to 880 kc 250 w unl.; NEW, Gateway Bcstg. Co., Louisville, denied CP 880 kc 500 w unl.

WMBR, Jacksonville, Fla.—Denied auth. change 1370 kc 100-250 w to 1120 kc 500 w-l kw unl.

NEW, WJMS Inc., Ashland, Wis. — Granted CP 1370 kc 100 w unl.

Applications . . .

AUGUST 2

NEW, NBC, New York—CP high-freq. 42600 kc 1 kw A-3 and special emission.

NEW, Bell Telephone Labs., Whippany, N. J.—CP developmental station 43200 kc 5 kw special emission.

NEW, Cincinnati Times-Star Co., Cincinnati—CP facsimile.

WKBZ, Muskegon, Mich.; WTMA, Charleston, S. C.; WEED, Rocky Mount, N. C.; WAML, Laurel, Miss.; WIL, St. Louis; KBND, Bend, Ore.; KSRO, Santa Rosa, Cal.; KVEC, San Luis Obispo, Cal. —Mod. license to 250 w unl.

KGHF, Pueblo, Col.—CP new antenna, move trans.

WCNC, Elizabeth City, N. C.—Mod. CP re antenna, new trans., studio.

NEW, Symons Bcstg. Co., Spokane—CP facsimile.

KDYL, Salt Lake City—Mod. license to 5 kw unl.

AUGUST 4

NEW, Old Colony Bcstg. Co., Brockton, Mass.—CP 1160 kc 500 w D.

WSYB, Rutland, Vt.—CP increase 100 to 250 w.

WFBR, Baltimore—Mod. license to 5 kw unl. directional, change antenna.

WFDF, Flint, Mich.—CP new trans., directional antenna, increase to 1 kw, change 1310 to 880 kc, move trans.

WCAX, Burlington, Vt.; WMBH, Joplin, Mo.; KCKN, Kansas City; WCBM, Baltimore; KPLC, Lake Charles, La.; KOCY, Oklahoma City; WAYX, Waycross, Ga.; WEBQ, Harrisburg, Ill.—Mod. licenses to 250 w unl.

WKZO, Kalamazoo—Mod. CP to 1 kw unl., directional N.

KTBC, Austin, Tex.—License new station.

WGTM, Wilson, N. C.—Mod. license to 100 w unl.

WCBD, Chicago—Mod. license to 1040 kc D.

KGVO, Missoula, Mont.—Mod. license to 5 kw unl., 950 kc.

KOL, Seattle—Mod. license to 5 kw unl.

KTUC, Tucson, Ariz.—Vol. assign. license to Tucson Bcstg. Co.

AUGUST 9

NBC, New York—Extension auth. transmit to Canada.

WABY, Albany, N. Y.; WNBF, Binghamton, N. Y.; WMFF, Plattsburg, N. Y.; WBEO, Marquette, Mich.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WKBO, Harrisburg, Pa.; WNOE, New Orleans; KFRO, Longview, Tex.; WBBZ, Ponca City, Okla.; KELO, Sioux Falls, S. D.; KXRO, Aberdeen, Wash.—Mod. licenses to 250 w D & N.

NEW, Worcester Bcstg. Corp., Worcester, Mass.—CP 1500 kc 100-250 w unl.

WEXL, Royal Oak, Mich.—CP new trans., increase 50 to 250 w, new antenna.

WLW, Cincinnati—CP change trans.

NEW, Arlington Bcstg. Corp., Arlington, Va.—CP 1420 kc 250 w unl.

WING, Dayton, O.—License for increase power etc.

KFPW, Fort Smith, Ark.—CP change equip., new antenna, change 1210 to 1370 kc, amended to 250 w unl., new trans., move trans. site.

KWFT, Wichita Falls, Tex.—CP new trans., directional antenna, increase 250 w-l kw to 5 kw.

KFDA, Amarillo, Tex.—License new station.

KVAK, Atchison, Kan.—License new station.

WDAF, Kansas City—Mod. license to 5 kw N & D.

NEW, Worcester Bcstg. Corp., San Diego—CP 1430 kc 1-5 kw unl., asks KECA facilities.

KFVD, Los Angeles—Mod. license to unl., 500 w-1 kw, amended to 990 kc.

AUGUST 11

WSNJ, Bridgeton, N. J.; WGH, Newport News, Va.; WMBS, Uniontown, Pa.; WATL, Atlanta; WPAX, Thomasville, Ga.; WJBL, Decatur, Ill.; WHFC, Cicero, Ill.; WIBU, Poynette, Wis.; KFAM, St. Cloud, Minn.; KPFA, Helena, Mont.; KWYO, Sheridan, Wyo.—Mod. licenses to 250 w D & N.

NEW, Midland Bcstg. Co., Kansas City —CP television (resubmitted).

KFBB, Great Falls, Mont.—Mod. license to 5 kw N & D.

KVI, Tacoma, Wash.—Mod. license to 5 kw N & D.

WHEN RADIO SELLS LIVESTOCK

Kalamazoo Auction Prospers as Result of Actual Broadcast From the Scene

BUYERS in larger numbers are coming to the Kalamazoo Livestock Sales Co. auctions since they are broadcasting on WKZO under sponsorship of Charles Knappen Milling Co.

By JOHN W. O'HARROW
WKZO, Kalamazoo, Mich.

OFFICIALS of the Kalamazoo, Michigan, Livestock Sales Co. have discovered that radio can do the job of selling cattle, sheep, swine and horses.

Though there are seats for 400 at the livestock amphitheatre in Paddy Miller road, just southeast of Kalamazoo, broadcasts of the auction sale held each Thursday afternoon have put the farmers and townfolks of Southwestern Michigan at the ringside. At the conclusion of each sale, a WKZO announcer unscrambles the jargon of Auctioneer Earl France, giving the seller, the buyer and purchase price of the sale.

In its job for the Livestock Sales Co., WKZO has established three important points:

1. That livestock can be sold by radio broadcasts.

2. That such a broadcast provides a guaranteed circulation, making the program effective for its sponsor.

3. That a valuable service can be rendered to a specific group of listeners by a radio station.

Prices Are Up

Under E. G. Read as manager, the Kalamazoo Livestock Sales Co., serves stock breeders and buyers, taking its commission on the sales. The auctioneer swings into action at 3 o'clock each Thursday afternoon. Under sponsorship of the Charles Knappen Milling Co. of Augusta and Richland, sales are broadcast from 5:30-5:45 p.m.

After these broadcasts were started, attendance at the sales increased 40% during normally slow months. Within seven weeks after the start of the radio programs, the company paid its first dividend. The program has not only done a big job for its sponsor in featuring agricultural implements, but has boosted prices generally for the livestock sold.

When the livestock company was incorporated in September, 1936, $12,000 was subscribed. Forrest Weinberg of Vicksburg is president; Wendell Locke is vice-president and Garrett VanHaaften is treasurer. The secretary is Earl S. Weber, manager of the Kalamazoo Chamber of Commerce.

WKZO programs have aided in stabilizing the livestock market within a radius of 25 miles of Kalamazoo and city buyers are being attracted as well as meat packers in Kalamazoo and nearby cities.

Network Accounts

All time EDST unless otherwise indicated.

New Business

WHEATENA Co., Rahway, N. J. (cereal), on Oct. 7 starts *Hilda Hope, M.D.* on 17 NBC stations (split Red network), Sat., 11:30-noon. Agency: Compton Adv., N. Y.

V. La ROSA & Sons, Brooklyn (macaroni), on Oct. 31 starts unnamed musical series on 3 MBS stations, Tues., 8:30 p. m. Agency: Commercial Radio Service, N. Y.

MALTEX CEREAL Co., Burlington, Vt. (Maltex), on Sept. 25 starts *Uncle Don* for 22 weeks on 4 MBS stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Samuel C. Croot Co., N. Y.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist products), on Oct. 30 starts for 52 weeks a thrice-weekly quarter-hour program on 31 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EST). Agency: Lord & Thomas, Los Angeles.

SOFENZ SALES Corp., Los Angeles (cosmetics), on Aug. 3 started for 13 weeks participation in *Early Morning News* on 16 Don Lee network stations (KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS), Thurs., 7:45-8 a. m. Agency: Richard F. Connor Adv., Manhattan Beach, Cal.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 25 starts *Alec Templeton Time* on 52 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Teel), on Sept. 8 starts *Prof. Quiz*, Fri., 7:30-8 p.m. on 53 CBS stations. It is understood that *Knickerbocker Playhouse* which left the air Aug. 9 after running on 59 CBS stations may return in the fall on CBS. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 12 resumes *Jimmie Fidler* on 60 CBS stations, Tues., 7:15-7:30 p.m. (rebroadcast 11:15-11:30 p.m.). The same show on NBC-Red last year for Teel and Drene will not be renewed. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 24 resumes *The Shadow* on 15 MBS stations, Sun., 4:30-5 p. m. (repeat, 5:30-6 p. m.). Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Postum), on Aug. 28 resumes *Lum & Abner* on 55 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Young & Rubicam, N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

A MONTREAL reunion was held by Roy C. Witmer, NBC vice-president in charge of sales, and R. M. (Reg) Brophy, former NBC station relations manager, who now is general manager of Canadian Marconi, operating CFCF, Montreal. The locale was the famous Canadian Seignory Club.

PURITY BAKERIES Corp., Chicago (Taystee bread), on Oct. 16 starts *Smiling Ed McConnell* on 18 CBS stations, Mon. thru Fri., 4:45-5 p.m. Agency: Campbell-Mithun, Minneapolis.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 11 resumes *Lux Radio Theatre* on 62 CBS stations, Mon., 9-10 p. m. Agency: J. Walter Thompson, N. Y.

Renewal Accounts

EMERSON RADIO & Phonograph Co., New York (portable receivers), on Sept. 5 renews Elliott Roosevelt's *America Looks Ahead* on 35 MBS stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: Grady & Wagner, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Aug. 7 renewed for four weeks *Captain Herne* on 3 MBS stations, Mon., Wed., and Fri., 7:15-7:30 p. m., and Tues. and Thurs., 7:30-7:45 p. m. Agency: McCann-Erickson, N. Y.

Network Changes

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider shaving cream), on Aug. 14 shifts *True or False* on 43 NBC-Blue stations, Mon., from 10-10:30 p. m. to 8:30-9 p. m. On Sept. 25 program will be recorded and repeated on Pacific Blue, midnight-12:30, with a special delayed broadcast on WTIC, Hartford, Sat., 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

RCA, New York (radios, phonographs, records), on Aug. 14 shifted *Magic Key of RCA* on 85 NBC-Blue stations, Mon., from 8:30-9:30 p. m. to 9-10 p. m. Direct.

MENNEN Co. and Bathasweet Corp., beginning on CBS-Pacific Oct. 16, will feature Bob Garred, not Bob Carter as previously reported.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), on Oct. 5 shifts *Vox Pop* from NBC-Red, Sat., 9-9:30 p. m. to 50 CBS stations, Thurs., 7:30-8 p. m. Agency: Ruthrauff & Ryan, N. Y.

Replacing Rudy Vallee

WHEN Standard Brands, New York, and Rudy Vallee terminate their contract on Sept. 28 for the *Royal Gelatin Hour* on NBC-Red, the 8-9 Thursday evening period will be shared between *One Man's Family*, half-hour program for Tender Leaf Tea, and another half-hour show, which J. Walter Thompson, New York, the agency in charge, is now arranging.

GENERAL FOODS Corp., New York, on Sept. 5 will shift the product promoted on the *We, The People* program back to Sanka coffee after a 15-week summer promotion for Jell-O ice cream products. Program is heard on 64 CBS stations, Tuesdays, 9 to 9:30 p.m., placed by Young & Rubicam, New York.

N. Y. Net Rate Card

RATE CARD No. 1 has been issued by the New York Broadcasting System, new regional network which will begin operations Sept. 5 [BROADCASTING, Aug. 1]. Card lists nine stations, with an evening hour rate of $1,313.75 for the complete network and a daytime hour rate of $712.50. Card shows discounts of 2½% for 13 to 25 times; 5% for 26 to 51 times and 7½% for 52 times or more. Transcriptions of five minutes or more will be accepted without extra charge. Carl Calman, general manager of WINS, New York, key station of the group, is vice-president and general manager of the network, and Ed Lennon, sales manager of WINS, will have the same position with the regional group. Card states that although the territory in which the stations are located contains "but 16% of the land area of the State, it includes 84% of the State's population."

MBS Co-ops Return

COOPERATIVELY sponsored by local advertisers, *The Show of the Week* will return to MBS on Sept. 25 in the same Sunday spot as last year, 6:30-7 p.m. Norman Livingstone and C. J. Thornquist of Redfield-Johnstone, New York, agency in charge of the program, are now on tour lining up sponsors, many of which participated last year. Number of stations and names of sponsors are not yet available. Ernest Chappell will m.c. the program. The "Band of the Week", and "Song of the Week" will be featured. The agency is also arranging the cooperative program *Let's Go Hollywood*, a musical variety show, to start Sept. 29 on MBS, Fridays, 10-10:30 p.m. Sponsors and stations have not been released.

WBLK, WGKV Join NBC

WBLK, Clarksburg, W. Va., and WGKV, Charleston, W. Va., will join NBC on Sept. 24, bringing the total of NBC affiliates to 174. Stations, optional Red or Blue, are offered together a network rate of $140 per evening hour. WBLK operates full time with 250 watts on 1370 kc. WGKV, now under construction, will operate full time with 100 watts on 1500 kc.

Radio 'Clipping Bureau'

EXPANSION of its clipping bureau operations to include news broadcasts and features was announced Aug. 14 by Burelle's Press Clipping Bureau Inc., of New York. Through correspondents, the service will include coverage of business and finance, politics, local, regional, national and foreign digests and special recordings. John T. Parkerson, former business manager of Transradio Press, will head the new radio service.

• more than 300 broadcasting stations employ C. R. E. I. men

The marked success of CREI trained men in every branch of radio is indicative of the type of men and type of training we are proud to offer to this progressive industry. The men who will carry on "tomorrow" must be equipped with the ability to "know how, and why." Our record to date, we believe, is in step with this aim. Our new booklet, just off the press, explains in detail.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-8 3224-16th St., N.W., Wash., D.C.

NOW—
IMPROVED CRYSTAL CONTROL
at high frequencies..

Police and Broadcast Engineers will find the type MO2 holder, complete with Bliley High Frequency Quartz Crystal, well suited for long periods of rigorous service in all types of mobile and portable transmitters. A unique spring design maintains positive pressure while preventing undesirable electrode movement under severe vibration or shock. Catalog G-10 contains complete information—write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising & Promotion

Longest Wire—Rider—Lights of Neon—Smoker's Gadget—Frisco Lingo—Rangerites

Des Moines' Pride

LARGEST telegram ever sent from Des Moines went to Bob Feller during the recent All-Star Game in New York after Gene Shumate, sports commentator of KSO-KRNT, Des Moines, gathered the names of 1,812 listener-fans who wired their congratulations and best wishes to Feller, whose home is in Van Meter, Ia., a small town near Des Moines. For three days Shumate asked listeners to send their greetings, using the stunt as promotion for the Wheaties-Socony-Vacuum baseball broadcasts carried by WNAX, KFAB, KMA and KRNT.

* * *

Store Promotion

USING three quarter-hours a week on WPTF, Raleigh, N. C., the local Charles Stores Co. is promoting its new store with *The Charles Sun Dial*, featuring recordings, time signals and special bargains tagged "Today's Radio Specials". Tying in with the program, the store points out the specials on the shelves and tables with arrows carrying the same legend, and also promotes the show with window cards inviting customers and passersby to listen to the program.

* * *

Benny the Baker

DRESSED in a regulation Colonial Baking Co. uniform, Benny Craig, sports announcer of KARK, Little Rock, Ark., who handles the broadcasts of the Little Rock Travelers baseball games sponsored by Colonial, regularly rides with the drivers in the firm's trucks and visits with grocerymen during deliveries, talking over baseball in general with them. Colonial recently signed to sponsor broadcasts of the Travelers' out-of-town games on KARK during the 1940 season.

* * *

Blanchard on Etiquette

INSTRUCTIONS in the proper technique of eating Wheaties and bananas, in the form of mimeographed copies of a script on that subject used on one of his broadcasts by Sportscaster Lowell Blanchard, are offered listeners by WNOX, Knoxville, to promote the Wheaties-sponsored baseball broadcasts handled on the station by Blanchard.

* * *

TSN's Neon Signs

TEXAS State Network special events announcers are promoting the network with portable neon signs, a small one bearing the network insignia and the words, "Texas State Network", and a larger one of the same design but bearing also the words, "On the Air", which is used during the broadcast only.

* * *

Picture Jacket

OFFSET PRINTED pictorial cover, with photos of various phases of station activities, has been adopted by WKY, Oklahoma City, for its weekly program listings. The mimeographed schedule for each week includes the date, which shows through a die-cut space in the cover.

Beverage Boosting

AMERICAN BEVERAGE Corp., Brooklyn, is making New York theatre audiences conscious of its two radio programs, *Benay Venuta* on WOR, Newark, Monday evenings, and *Name It and Take It* on WJZ, Friday afternoons. First program, a musical show, is broadcast from the stage of the Paramount Theatre in Brooklyn. Ed East, conductor of the other, a juvenile audience participation program, is presenting a theatre version of the radio show, using children from the audience, in two or three movie houses daily. Lobby displays and marquee streamers are used to announce the stage shows and plug the broadcasts and product, Cel-Ray tonic. Advertising is handled by Lawrence C. Gumbinner Adv. Agency, New York.

* * *

Display of Winners

TYING IN its *Magic Hour of Music*, heard nightly on KJBS and KQW, with the fact that one of its announcers—Dick Wynne, formerly of KJBS—won the annual Sidney Garfinkel Adv. Agency Victory Trophy, KJBS maintained a window display in Sherman, Clay & Co., San Francisco, for several weeks. The firm, a music company, sponsors the *Magic Hour* on the two stations. The window displayed pictures of the Victory Trophy award to Wynne, chosen San Francisco's best announcer; miniature KJBS towers; the trophy presented to Wynne and the station trophy won by KJBS.

* * *

Bathasweet Offer

BATHASWEET Co., sponsor of a thrice-weekly 15-minute newscast on WBBM, Chicago, recently made a six-announcement offer of a sample for a post card. Of the requests, 73% were from Chicago and the immediate vicinity. Requests resulting from the early morning news program were analyzed to determine the sex distribution of listeners and it was found that less than 0.5% were from men.

KIRO Display Ads

KIRO, Seattle, has contracted with the *Daily Star*, Seattle newspaper for 405 inches of display space to promote its programs, personalities and services. It is running a series of advertisements, five columns by 14 inches, extolling its features. The ads contain photos of KIRO's leading personalities, with a thumbnail sketch of his background and a brief story of the programs in which he appears. One-column ads, of various lengths, are largely institutional. The basic copy theme of the entire campaign centers around "Seattle's Top Ranking Radio Stars in KIRO's Friendly Family".

* * *

Food From Grocers

MEMBERS of the cast of *Hawthorne House*, sponsored on an NBC network in the West by Wesson Oil & Snowdrift Sales Co., New Orleans, recently selected the oustanding food promotion program in the West, were paid honors on Food Industries Day at the Golden Gate International Exposition. The cast was entertained at a banquet given in the California Building by the Retail Grocers Assn. of California. Two thousand food dealers attended the affair, at which H. Jacobs, president of the association, acted as toastmaster.

* * *

Talent Hunt Prize

CAPT. DOBBSIE'S *Ship of Joy* program, which recently returned to KOMO, Seattle and KHQ, Spokane, five times a week, is conducting a talent quest. One new discovery is presented to the radio audience each day. The winning contestant will be given a trip to the Golden Gate International Exposition at San Francisco. The *Ship of Joy* is sponsored on KOMO by the Centennial Flouring Mills.

* * *

Smokers' Friend

COMBINATION cigarette holder and ashtray, with cigarettes resting on springs that automatically pop them up when the cover is turned, is being distributed as a souvenir by WFIL, Philadelphia.

* * *

Free Blades

J. B. WILLIAMS Co., Glastonbury, Conn., is offering three shaving blades free with every purchase of a 35-cent tube of Williams shaving cream on its *True or False* program on NBC-Blue.

Traveler's Courtesy Card
Station KGNC
WELCOMES YOU TO AMARILLO
The Helium City . . Heart of World's Largest Natural Gas Field:
Country of Famous Ranches . . The Hereford Capital of the World
This Card
IS YOUR
INVITATION
To tune KGNC, 1410 KC, Amarillo's NBC station, for road information, news and programs you'll like. To visit this station at 5th & Harrison Streets, Amarillo's friendly merchants, and points of interest in the Panhandle. Regardless of your needs, you'll find accommodations and facilities in Amarillo, second to none.
REMEMBER, 1410 ON YOUR DIAL!

AMARILLO'S "friendly station" welcomes tourists arriving by train, plane, bus or auto with this card, calling attention to the "city of friendly merchants." Cards are distributed at the chamber of commerce, filling stations, depots and plane terminals to all travelers and visitors.

PEACE and harmony between the local theatres and WBIG, Greensboro, N. C., is reflected in this lobby display in the National Theatre calling attention to *The Movie Round Table* it sponsors weekly on WBIG. Theatre-goers are invited to attend a weekly dinner, at which during a quarter-hour broadcast they discuss the movies.

Zingo Prizes

7-UP BOTTLING Co., San Francisco (beverages) recently signed a 39-week contract with KFRC, San Francisco, for release of a weekly quarter-hour program titled *Zingo*. The broadcast is a copyrighted radio game in which the listening audience participates. Plays are broadcast entirely with sound-effects and the audience is required to describe the plot. There are prizes for the best answers. Account was placed through Allied Adv. Agencies, San Francisco.

* * *

For Lone Ranger Fans

YOUNG members of the Lone Ranger Safety Club, formed as promotion for the *Lone Ranger* serial on WHKC, Columbus, O., are entertained four Saturday mornings of the summer season as guests of the sponsor, General Baking Co., and the station at a two-hour matinee at the local RKO-Palace Theatre. Four episodes of Republic's "The Lone Ranger Rides Again" serial are shown each week, along with color cartoon and comic features. Kids are admitted upon showing their membership cards in the Club or their Lone Ranger badges.

BROCHURES

KOA, Denver: Eight-page illustrated folder, "Linked Closely."

WSYR, Syracuse, N. Y.: Thirty-six page booklet, "WSYR Personalities Album of 1939", containing pictures of WSYR personnel, programs, features, equipment and network stars.

NBC: Success story brochure, "America Wakes Up on Tuesdays", on *Information Please* program sponsored on NBC-Blue by Canada Dry.

WCOU, Lewiston, Me.: Promotion folder containing service and coverage data.

KFBB, Great Falls, Mont.: "Merchandising Report" containing graphic analysis of service area.

WNOX, Knoxville: Two direct mail pieces, "Dollars Don't Die in the Summer!" and "Just a Stray Alley Kitten".

CBK, Watrous, Sask.: A 12-page booklet describing the new Canadian Broadcasting Corp. 50 kw. station.

IF EACH AND EVERY FAMILY IN ROCHESTER, NEW YORK —

all 328,132* of them—not only listened to your program, but, as a result of seven quarter-hour announcements, went out and paid 19c for your product, sent in a label together with 10c in cash, we think most advertisers would feel that an exceptional job of selling had been done. Yet, during the recent week, that is exactly what happened to an advertiser of WLW.

●

On this particular program, 75,757 letters were received addressed to WLW. Each reply contained actual proof of purchase and 10c in cash.

●

These replies were directed to WLW, yet the program was broadcast on a coast-to-coast NBC network, including fourteen 50,000 watt stations. The listening audience was simply asked to *send their replies to the station to which they were listening.*

If you'd like to see an actual breakdown of the facts and figures on this specific offer, together with a map based on the statistical data, please

WRITE OR CALL
TRANSAMERICAN BROADCASTING
AND TELEVISION CORPORATION

or

The Nation's Station

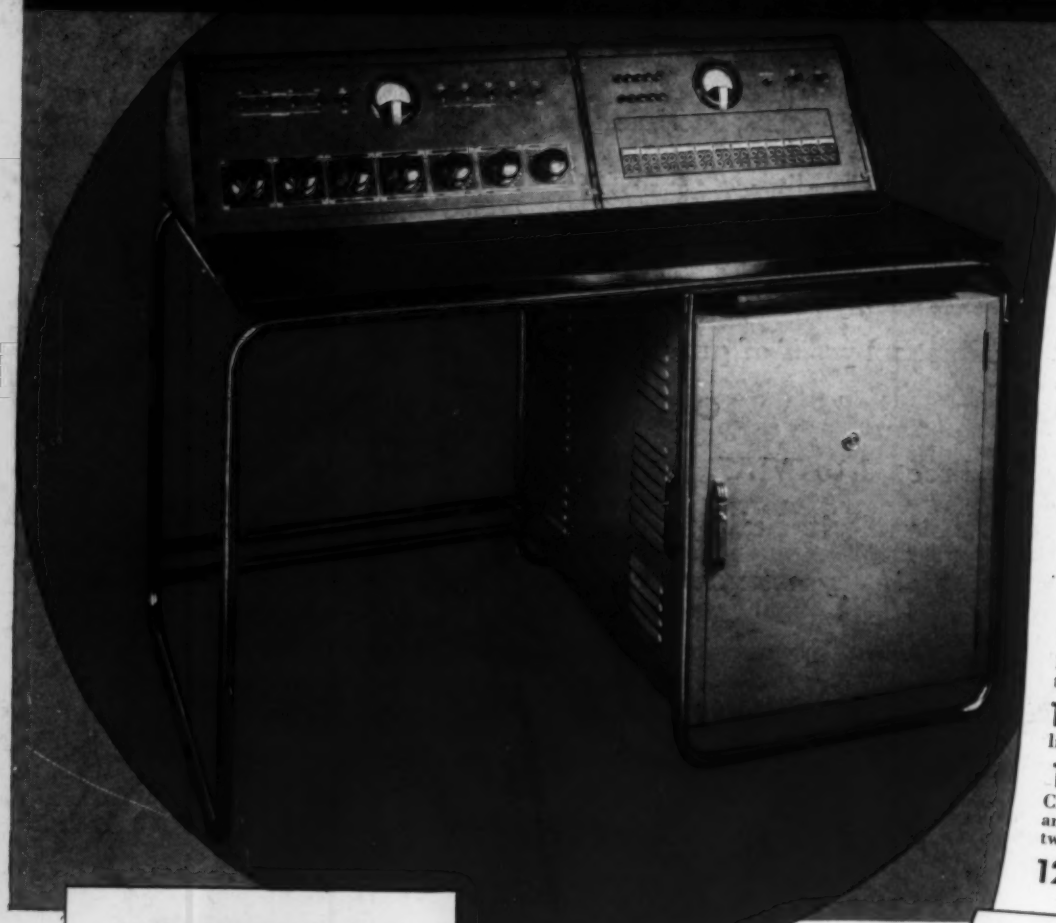
***Population figure from the last census of the United States, 1930.**

See the Crosley Building at the New York World's Fair

Selection of Rochester in the above comparison is done purely on a basis of its population identity, and no reflection is intended on the service rendered by Rochester Radio Stations.

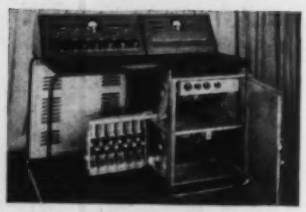
You'll like the Efficient Versatility of this

RCA CONTROL DESK!



FEATURES OF 80-A

1. Low initial and installation costs. Easily and quickly installed.
2. All necessary facilities for two studios and transcription-announce booth.
3. Equalizing and switching for broadcasting and cueing remote lines.
4. Auditioning of studios, lines or transcriptions simultaneous with program transmission.
5. Talk-back to studios and remote lines with automatic speaker cut-off.
6. Complete emergency channel quickly connected by means of key switches.
7. Step-by-step ladder pad mixers.
8. Eight watt, high fidelity monitoring and audition system.
9. Simplified single studio design (Type 80-B) available at lower cost for individual control rooms.
10. Factory assembled, wired and tested. Guaranteed reliability.
11. Instrument's desk top is polished black finish. Chromium frame. Control turret and amplifier compartment are two-tone umber gray or black.
12. Illuminated VI and plate current meters.



80-A Desk with amplifier control compartment, doors opened showing easy accessibility of compactly installed amplifier units.

THE new 80-A RCA Control Desk offers broadcasting stations a complete factory wired and tested assembly of speech input equipment for the efficient operation of 1, 2 or 3 studios. The desk is a combination of the equipment usually mounted in a rack and its associated operators' console. Full-sized components, separate standard amplifiers and double jack strips give this desk the same advantages of flexible speech input systems usually associated with rack type installations. With the 80-A desk you'll attain a maximum of flexibility and fidelity at a minimum of expense.

Note the many splendid features of this desk. If you wish further details write to the address below. No obligation, of course.

Use RCA Tubes in your station for quiet, reliable performance.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of the Radio Corporation of America

New York: 1270 6th Ave. · Chicago: 589 E. Illinois St. · Atlanta: 530 Citizens & S. Bank Bldg. · Dallas: Santa Fe Bldg. · San Francisco: 170 9th St. · Hollywood: 1016 N. Sycamore Ave.

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